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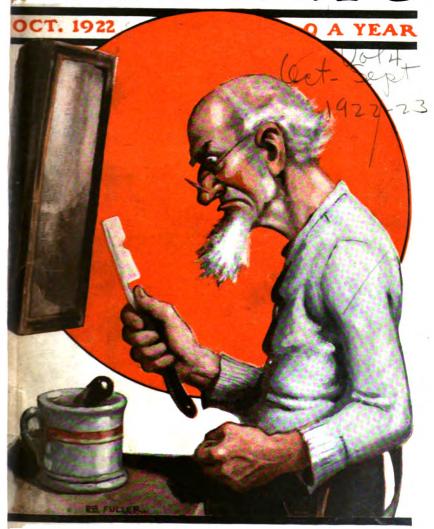


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Good

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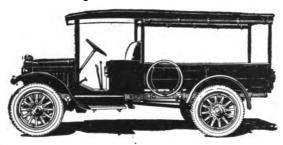
Good Hardware



A Butterick Business Publication reaching 45,000 Hardware Dealers

LEADERSHIP

Quality-Price-Service



Republic Rapid Transit, with Canopy Top, Cord Tires, Electric Starter and Lights, \$1395, f. o. b. Alma, Mich.



Keeping your old customers while adding new ones is one of the real problems of the hardware merchant. Rapid delivery that will keep up to increasing business without dipping too deeply into the profit sheet, is one of the biggest factors in keeping a growing business on an even keel.

The Republic Rapid Transit has proved its worth with hundreds of hardware men in all parts of the country. Their opinion is the surest proof.

Low initial cost plus lowest maintenance cost per ton mile.

Write today for vocational catalog.

The Republic Line: 34, 1, 11/2, 2, 21/2, 3, 31/2, 4 tons capacity

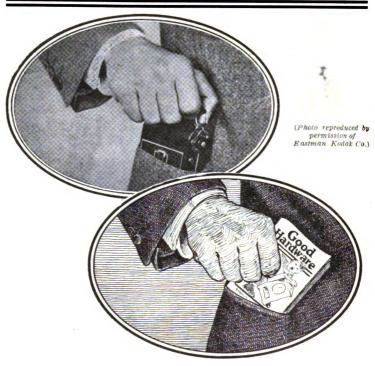
REPUBLIC TRUCK SALES CORPORATION, ALMA, MICH.

REPUBLIC RAPID TRANSITS

Republic has more trucks in use than any other exclusive truck manufacturer

Taking an idea from Kodaks and applying it to the hardware business

—See next page



Pocket-Size

The popularity of the Kodak dates back to the day when it was made in a handy, convenient size that could be slipped in the pocket.

Good Hardware has always been pocket size and it has been steadily successful even in times of dark depression. Quality and pocket size made the Kodak. Quality, pocket size and large circulation made Good Hardware an outstanding success among hardware publications.



GOOG

The idea that made Kodak

Has been an important factor in the success of Good Hardware

"Pocket Size"—that's the reason for the great success of the "Kodak."

If Eastman Cameras were the bulky affairs of years ago the name "Kodak" would never have made a ripple in the commercial world.

This very same "Pocket Size" idea has proved a most important factor in the rapid development of *Good Hardware*. It differs from the old time bulky trade magazines as the modern Kodak differs from the old box camera.

And just as the "Pocket Size" Kodak is more widely used than the old-fashioned camera, so too is the "Pocket Size" *Good Hardware* more widely read than most other hardware publications.

Of course, "Pocket Size" alone won't make a magazine successful. But it is a tremendous factor in getting the merchants to *read* it.

Let us tell you some of the reasons why advertising in *Good Hardware* increased 530% from January, 1921, to January, 1922.

The Butterick Publishing Company (Trade Division)
Butterick Building, New York

Hardware ___

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It fits



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the pocket

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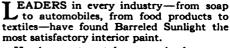
J. A. TOWNSEND, Pacific Coast Manager, Hobart Bldg., San Francisco

From the largest industrial plants to the smallest households—

Wherever a lustrous white, washable finish is desired, here is a coating with most unique features



Interior of Kellogg food product plant. Painted throughout with Barreled Sunlight.



Hotels, apartment houses, schools, stores and shops—in these fields also, Barreled Sunlight sales are increasing rapidly.

And now in thousands of homes throughout the country this paint is gaining unusual popularity.

What is the reason for this great expansion of the Barreled Sunlight market?

Barreled Sunlight produces a lustrous white, impervious surface, will not collect dirt and can be washed like tile. Contains no varnish, flows freely and is easy to apply. Costs less than enamel and requires fewer coats.

In addition, made by the exclusive "Rice Process," it is actually guaranteed to remain white longer than any gloss paint or enamel, domestic or foreign, applied under the same conditions.

Get your share of the Barreled Sunlight business which thousands of progressive dealers are already enjoying. Tie up with the extensive Barreled Sunlight advertising campaign. Use our sales helps—all free—window displays, booklets, newspaper electros, etc. Make your store Barreled Sunlight head-quarters in your territory.

Write us for free sample can to compare with any other white paint or enamel you are now handling.



Hotel Ambassador, At-

lantic City. One of the

many famous hotels in which Barreled

Sunlight is now used.

Barreled Sunlight has made walls and woudwork in this bathroom white and washable as tile.

U. S. GUTTA PERCHA PAINT CO.

Factory and main offices
45 DUDLEY STREET, PROVIDENCE, R. I.

New York—350 Madison Avenue Chicago — 659 Washington Blvd. San Francisco—38 O'Farrell Street

And 50 other distributing centers in U.S.A.

Barreled



Sunlight

THE RICE PROCESS WHITE

Vol. IV

OCTOBER, 1922

No. 1

How to figure exactly what paint stock you should carry

THERE 'S A WAY OF RUNNING EVEN A SMALL PAINT DEPARTMENT WHICH WILL PAY WELL AND GIVE ADEQUATE SERVICE. IT IS DESCRIBED HERE

By Carl W. Dipman

EDITOR'S NOTE: September issue of GOOD HARDWARE Mr. Dipman discussed the possibilities of profit for hardware merchants in paints and varnishes. In this article, the second of a series, he takes up the question which dealers often ask: "What colors and sizes should I order?" Mr. Dip-man's long and intimate experience with the selling of paints through hardware stores fits him admirably for the task of answering that question. Hardware merchants and clerks who are confronted by paint department problems will do well to ques-tion Mr. Dipman and have him help them. Through the arrangements made by GOOD HARDWARE this service is free.

N a rich farming district in Ohio there is a town of 2.500 inhabitants. There are two hardware stores directly opposite each other on Main Street, Let us call them A and B.

Store A is the older of the two. It has served the farmers and townspeople for 40 years As you enter the store, the door swings to the right and almost instinctively you follow Standing before you, built into the shelving, is a black satin lined case, six feet high and five feet wide, in which there are usually standing a double barreled shotgun, four small .22 calibre rifles and a half dozen ramrods. "Well," I said on entering, "here is a man who makes money in munitions for he is giving the most valuable space

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It's fad business to carry a big live of paints like this-

36 Colors
5 Sizes
6 of each
418 Gallons
Investment
\$ 1100

if om of these short lives will walk as much money for you.

18 Colors
5 Sizes
Investment
\$600

12 Colors
5 Sizes
Investment
\$ 400

RE.

in his store to the display of guns." At the rear of the store, behind a high rack filled with garden tools, is his paint and varnish department.

After the usual formalities I asked the proprietor about the number of guns, and the amount

of the door as you enter, there is also a black satin lined case in which are four fancy plated coffee percolators and one silver chafing dish. On the opposite side from the cash register, between the tinware and household supplies, barely in evidence,



Photo by courtesy of Dupont

A model paint department: these cans are arranged so that the stock occupies a minimum of space, but every can is easily reached

of paint and other things he sold. "Well," he said, "I sell about a half dozen popular priced rifles and two or three shotguns a year. There's hardly any game left around here but occasionally a farmer buys a gun because it's a handy thing around the farm. About the paint? Well I don't know! I suppose about \$500 to \$600 worth a year."

On the other side of Main Street is store B. At the right

but not entirely hidden, is a section of shelving filled with paints and varnishes. Proprietor B said he bought a half dozen fancy percolators and two chafing dishes for last winter's holiday trade but had not succeeded in selling them. He said, "This town is too small for fancy percolators and chafing dishes. Paint? Oh, yes, that's one of my specialties. I've sold about a thousand dollars worth of paint already this year."

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What is true about stores A and B is true of many other hardware stores. The most valuable space in the store is too often given over to shelving slow moving items, on which little or no profit is made, and the paint department, which is highly profitable, is often hidden in some out of the way place and is sometimes wholly out of sight. If proprietor A would move his paint department to a conspicuous location, his paint and varnish sales would increase the first year. B's paint is more in evidence and he makes it a "specialty" with the result that he does almost twice the paint business that A does, although A has the better general trade.

In a community where there

is a sale for guns, certainly the gun department ought to be in great evidence, and in a suburban residential section, no doubt, percolators ought to be well up towards the front. There is no quarrel with the gun or percolator departments and it is true they look well and add a certain atmosphere to a store; but atmosphere alone will not pay the rent. Inasmuch as the paint varnish department among the most profitable in the entire hardware line (in many stores it is the most profitable) why not give the paint stock one of the most prominent locations in the store?

If the paint stock is prominently displayed that alone will cause many a man or woman to



A New Jersey dealer built this color panel from 2" colored chips supplied by the manufacturer. He mounted and framed them

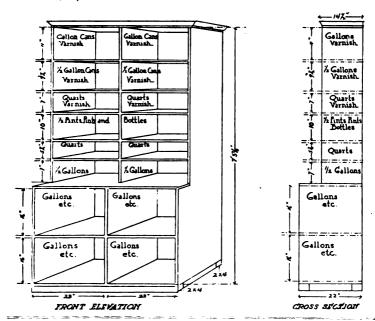


Illustration by courtesy of the Sherwin-Williams Co.

These paint shelves are specially designed to take care of appearance, convenience, economy of space and even distribution of weight

buy a can of paint or varnish which otherwise might be passed up. Customers constantly pass in and out, and catch glimpses of your paints and varnishes, and when their thoughts finally turn to paint, your brand and your store are the ones first thought of.

If you ask hardware dealers why they do not move their paint department up into the front of the store, they invariably answer. "We don't have room." This raises the question of efficient shelving for the paint and varnish stock. Most hardware shelving is not adapted to the efficient storing of paints and varnishes, and that is why so many dealers "haven't room." But if the shelving is skilfully

built to hold the exact size of the cans of your brand, and if it is built deep, your paint will take less than half the space that is normally required when general fixed shelving is used.

As a suggestion for a model paint and varnish shelf, we are reproducing a plan worked out by a large paint manufacturing company. This is being used successfully in a number of hardware stores. This size shelf meets the requirements of the average hardware dealer, and where a particularly large stock is carried it can be built double length. Before building it, however, be sure to measure the size of cans of your brand to see whether they meet the specifications for these shelves.

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Whether your place of business is a two-man store in a cross road town, or a city store employing 30 clerks, there should be a well organized paint department with a department manager. One man should be responsible for the buying and stock-keeping. How well the goods are bought, as was shown last month, often determines whether the paint department pays a profit. The head of the department should be held responsible for a good increase in the volume of sales each year. He can well afford to take care of the technical trade of painters, contractors, mills and large jobs personally, but every clerk in the store should be sufficiently familiar with paints and varnishes, and their uses, to be able to wait on customers. Paint is never well sold until expert advice is given as to its use.

Three paint rules

So much for the general paint department. Now let us get down to a consideration of the details of the general house paint line. House paint is the backbone of the entire paint The capital inproposition. vested in house paint is usually large, and sometimes burdensome, and it often carries with it a percentage of profit smaller than the specialties. Inasmuch as house paint sales are, as a rule, a large percentage of the total paint department volume, it becomes all the more necessary to put it on a profit basis. Several dealers told me recently they do not make a good profit on house paint, but make it up on the specialties. House paint can be made to pay a liberal profit and the fundamental requisites are: (1) buy it right; (2) carry no more colors than necessary, and (3) get a rapid turnover.

For the sake of simplicity, let us classify hardware dealers in three general groups, divided according to their paint market.

Limit your color line

GROUP I will include dealers in villages and towns of less than 2,000 inhabitants, and the neighborhood stores in suburban communities. This group will generally include the dealers with a rating less than \$2,000. There are more than 10,000 stores of this kind and their sales volume is limited by the size of their trade territory.

Very often the house paint line in stores of this group is manhandled. It is a common occurrence for a woman to enter a store, select a shade from the color card only to be told that that shade is not in stock. selects the next best and the chances are 50-50 that shade is not in stock in the size she wants. On the third trial she probably wins, but leaves the store utterly dissatisfied with the shade and with the service. Nine times out of ten, the dealer hasn't sufficient stock for a good start on a house job, which means delay and more dissatisfaction.

The solution to the difficulty is just this: dealers in this group should carry a very limited line of colors—good, well selected

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Fire Prevention Week brings him business

An enterprising hardware dealer of Newark, N.J., always on the alert for an opportunity to tie up his window display with a national event or campaign, arranged this interesting and beneficial window trim in connection with Fire Prevention Week, which is observed from October 2d to October 9th.

The appeal to the passer-by or prospective customer was especially strong in this case, since it was that of preservation.

The store displayed various types of fire extinguishers, hose reels, metal water buckets, metal barrels, self-closing metal waste cans and electric flashlights.

It also made a strong point of the clean-up angle of fire prevention, displaying such articles as non-inflammable cleaning and polishing fluids, mops, scrubbing brushes and brooms.

Effective use was made both in the window and interior displays of placards bearing the

following slogans:

CLEAN UP: RUBBISH LEADS TO FIRES. RUB-BISH AND LITTER CAUSE FIRE LOSSES OF ABOUT \$750,000 A YEAR: CLEAN KEEP A FIRE EXTIN-UP. GUISHER ON HAND: IT MAY SAVE YOUR FAMILY FROM PAINFUL DEATH AND YOUR HOME FROM DESTRUCTION.



Tying up with Fire Prevention Week helped Ludlow & Squier to sell fire prevention and fire fighting equipment

A campaign that made pipeless furnaces sell fast in Boston

SHOWING A PROSPECT THAT A FURNACE WORKS WELL IN A HOUSE LIKE HIS OWN MADE SELLING SIMPLER FOR FARLEY & MACNEILL, OF BOSTON

By Bernard G. Priestley

THREE months' sales drive on pipeless furnaces netted the Farley & MacNeill Company, of Boston, a handsome profit and a valuable reputation as furnace experts. Ordinarily the store sells only a few of these furnaces each year. As a result of the drive, however, it managed to sell scores of them. The manufacturers of the furnace co-operated considerably with the store, in order to make their furnaces year-round sell-

Much of the success of the drive resulted from a display that showed how the furnace worked. A large corner of the store, near the front entrance, was reserved for this display. Under a canopy placed against the wall were a number of panels, 3×5 feet in size, which swung out on hinges.

What purchasers said

On the green burlap covering of the panels were fastened photographs of buildings in which these furnaces had been installed, letters from owners or occupants of the buildings, telling how well the furnaces worked, sketches showing the working principles of the furnaces, and pictures illustrating

the types best suited for various kinds of buildings.

A customer in need of a new furnace would see one installed in a house similar to his own and would be impressed by the fact that this particular type of furnace was giving satisfaction to a man whose needs approximated his own. This graphic sales method is far more effective than any amount of sales talk.

Manufacturer helped

Photographs, letters and other data collected exclusively from furnace owners in New England added materially to the effectiveness of the display. The manufacturer co-operated with the store in obtaining the photos and data, the gathering of which, of course, entailed much work and expense.

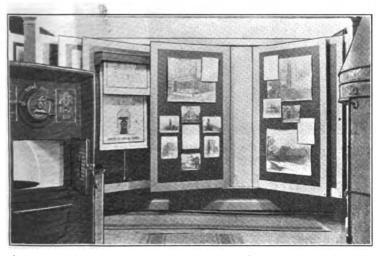
On each side of the approach to the panels was exhibited a furnace. One of them was shown in cross section to make easier the task of explaining how the furnaces worked. The other was complete. With the aid of these sample furnaces and the panels, salesmen were able to show prospects in a short time all they wished to see and to know about the furnaces.

The section in which the special display was located was brilliantly lighted at all times. No one coming into the store could help being attracted by the brilliant lighting.

The campaign began with a

stalled, etc., throughout the campaign.

Newspaper advertisements which called attention to the continuance of the furnace demonstrations kept new prospects calling at the store. Sales-



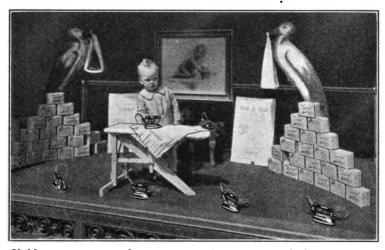
A corner in the front of the store was reserved for the campaign. The hinged panels made excellent show-boards for furnace pictures

special program. A woman mind reader, who was appearing at a local theatre, formally opened the drive by going to the store and having the working of the furnace explained to her before a large audience. Her appearance at the store was widely advertised and the establishment was jammed when she arrived to do her act.

Further attention was attracted to the campaign by the display of furnaces, charts, etc., in the two large front display windows of the store. One window was retained for displaying furnaces, photographs of buildings in which they had been in-

men took the names of prospects who did not decide at once and if they did not come in again within a reasonable length of time, follow-up salesmen were sent out to call on them.

A representative of the manufacturer was on hand to give expert advice on the individual furnace problems that confronted prospects. Because he was able to explain everything fully, they were convinced that a furnace of the type being sold would fill their requirements. Buildings of various types were used in the displays to show the wide variety of uses to which the furnace could be put.



Children are among the surest attention getters and this store took advantage of that fact in this display

Uses a live baby in his window display

An Indianapolis heat and light company recently attracted a good deal of attention to its windows by using a twenty-five months old boy to demonstrate a small size electric iron. boy stood at an ironing board in the center of the display window pushing an iron back and forth across a freshly washed shirt. On either side of him, and slightly to the rear, were posters telling the merits and price of the iron. In the rear of the windows were two huge cardboard storks, each carrying one of the irons in a baby napkin slung from its bill. Of course it was impossible and impractical to keep the child in the window for any great length of time, so a large cardboard cutout of it was used during most of the day. The boy was the

son of the company's general manager and has been used several times to help advertise the company's iron. His picture appears on advertising matter such as posters, folders and cutouts.

Electric fans serve in double capacity

In the summer months hardware store has a platform, up near the front, on which is a battery of assorted fans that welcomes visitors with a cool breeze. These fans are marked with prices, to which the attention of the visitors is attracted by the breeze itself. In the winter the fans are replaced by electric heaters which warm the air near the entrance. Even if there were no resulting sales, the comfort alone to customers would be worth while; but the sales influence makes this feature one that is of double benefit.

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Hubbard built up business with unusual road signs

TOLD PEOPLE COMING TO TOWN THAT HE WAS STILL SELLING THE SAME GRADE OF HARDWARE THAT HAD SATISFIED THEIR GRANDFATHERS

 $\mathbf{Y}_{ ext{OU can find it at Hub-}}$

"I sold your grandfather oxyokes in 1865."

These signs and numerous others like them have been responsible for the building up of the business and the business reputation of George W. Hubbard, hardware dealer of Flint. Michigan. Today that business amounts to a million dollars a vear and the Hubbard store is reputed to be the most complete in its line in the entire state of Michigan.

Covers the territory

On all of the main travelled roads and on most of the byways leading to Flint, such signs as these attract the eye of the passer-by. Nailed high in trees. above the reach of vandals and rather out of the ordinary range of the reckless hunter's shotgun, the signs have sent out their messages for more than a quarter of a century. farmer knows as he reads, in passing, the signs that have long since imprinted themselves on his memory, that he can get IT at Hubbard's. There is no mistake about that. He has often tried, and he has never asked for an article of hardware that Hubbard has not been able to

supply. Moreover, the fact that his father and his grandfather were equally successful helps to bring him in to Flint, and to the Hubbard store. His fathers having been successful, he naturally follows in their footsteps.

"When I first thought of the system of signboards twenty years ago," said Mr. Hubbard "I wanted them to recently, carry a genuine message. I did not care about pointing to any single article. Nor did I wish to bring folks into my store for



The idea of permanency is emphasized by this sign Digitized by GOOQ

17



"Whatever it is, Hubbard has it" is this sign's message

any selfish individual reason. I wanted them to know that I had a store operated for their benefit and I made my store just that. My signs carried my thought to them and they have helped to make my business."

This year Mr. Hubbard is planning on many more signs. These will carry the same messages as those which he posted 20 years ago. They will be nailed high in the trees and the permission of every farmer will be secured before the signs are placed on his property.

In connection with his business Mr. Hubbard has an employees co-operative plan which has been unusually successful.

From the very beginning of his work he decided that his employees should share in the benefits of the store. Every employee today owns stock in the company. He has purchased it on casy payments and has received andsome dividends. The employees, in several instances, were literally forced to buy stock, against their own wishes. A number of them who did not care to take on the obligation were released. The present corps of clerks and salesmen, however, are part of the business and they will carry out Mr. Hubbard's idea so that when he



Signs high up on trees out of reach of vandals built up Hubbard's business

leaves, his business will be in competent and interested hands.

The early days of the Hubbard store, more than fifty years ago, when the foundation of the present reputation was established, are interesting. The store was started when the territory around Flint was the center of the lumber industry. At that time the late W. A. Paterson, millionaire motor manufacturer, operated a blacksmith shop and was a close friend of Hubbard's.

Personal touch remains

On numerous occasions each would lend the other money to meet pay-rolls. The going was rather rough, but Mr. Hubbard always carried the idea of building toward a definite future. He maintained a personal touch with every customer. Today, although that personal touch is lacking because of its impossibility in so large a business, the effect of that early treatment is still reflected and much patronage follows as a result.

Makes business a pleasure

Mr. Hubbard is modest about the methods which have brought him success. He explains this success with the statement that he "only did the right thing by everybody."

"I treated everyone fairly and just as all folks should be treated. There has always been a fine congeniality in my business. I have always tried never to fall down on a promise. I have always looked on business as a pleasure and it has always been a pleasure and a profit."

These tools improved on Nature

Tools in everyday use, such as the hammer, pincers, saw, etc., illustrate in a special and extremely interesting manner the truth of the proverb that "Necessity is the mother of invention."

The hammer is simply another human fist and forearm—the fist the hammer-head and the forearm the handle.

Pincers are but a stronger thumb and forefinger.

The saw, in steel, is but a close imitation of the jaw of the rattlesnake.

The fork—the table variety as well as the garden instrument—is but a human hand with the prongs for fingers.

The spade is but a big human hand. To-day, the natural action of a child is to dig with its hands. It has to be taught the use of a spade.

The rake is but the hand again, with the fingers bent at the middle joint.

It will be observed that nearly all the above are mechanical improvements on the human frame.

The world would stop tomorrow if there were no "hammers" save the human fist and arm. Yet the latter is all that Nature has given us.

It would thus seem that the contention of some—that the human race was not created for hard toil—is correct. The human body is fearfully and wonderfully made, but it is not equipped for hammering, digging, etc.—Answers.

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An Old Timer Talks About Hardware Dust



HE first hardware store I worked in employed a clerk by the name of Bill Barker, "Dusty Bill," he was called, on account of his favorite pastime of swinging a duster, not with any particular intent

of dislodging the dust, but a mere aimless performance born of long habit. A customer would come in and, seeing "Dusty" industriously fanning the air, would say, "Working, Bill?"

To which question Bill invariably gave the same answer, "No, just going through the motions."

At the time this occurred electric fans had not yet been invented, but Bill surely had the germ of the idea in mind, the whirling duster taking the place of the present day swiftly revolving blades—and stirring up the dust just about as effectively.

Although there are thousands of feather dusters still in use in the hands of "motion workers," they constitute the poorest and least effective method of dust elimination; they do not remove, they merely move and distribute by stirring up and depositing the "stir" elsewhere.

The first and by far the most important method of keeping a store clean is to eliminate the dust-collectors, the out of the way and out of reach shelving and tall show case tops that cannot be reached without the aid of a ladder, and the Christmas tree ceiling. The old time hardware dealer always seemed to think it necessary to fresco and festoon the ceiling with coal hods, slop pails, and everything else that could be conveniently hung.

These hanging gardens were weeded out about once a year, except when an occasional sale was made, and the leftovers taken down by means of a wire hook on the end of a long pole (with many a slip 'twixt

the hook and the hod and many a cracked head). Then they were dusted, and believe me, it was like a smoke barrage. It usually took a week or longer to effect a "settlement."

In the old days the shelving was also mostly of the open variety and running only up to within a foot or two of the ceiling with a fine broad expanse of dust-catching top, with the wall display cases doing their share. Both the shelving and the tops being dusted along with the ceiling decorations during the agony of the annual house cleaning, it easily will be seen that the old time hardware dealer was very far removed from godliness.

The modern hardware store is equipped with shelving running right up to the ceiling, without any dust-catching top, and is fitted throughout with sample boxes leaving no openings for dust storage. The wall cases also reach to the ceiling, exposing only the glass and trim, easily kept clean with cheese cloth, chamois and, for the trim, a few drops of some good furniture oil, on a soft cloth. Low showcases, of the silent salesmen variety, are the order of the day and are carefully wiped and polished every morning.

The floors, instead of being dry swept with a broom or dampened with wet sawdust or wads of wet newspaper, are gone over often with a floor oiler containing some good brand of floor dressing, and the daily cleaning accomplished with a hair broom or dustless mop.

When even the floor of our store is oiled, it is done after hours to allow it to dry over night. However, we have no definite hours for house cleaning, as our two porters put in all their spare time rubbing and polishing, and it pays. In these days, when women customers form such an important part of the hardware trade, there can be no such thing as too much cleanliness. Some folks call it a fad—but it is a fad that helps to fatten the dealer's pocket-book. Dust, under any circumstances, is an abomination and it is an established fact that the cleaner the store, the bigger the profits.

—Bill Ludlum.

A hundred feet of window space on a busy New York street

WHEN THE METROPOLITAN HARDWARE CO. WAS ORDERED TO TAKE ITS STOCK OFF THE SIDEWALK IT BUILT DISPLAYS INTO ITS OUTSIDE WALLS

THE giant electric signs of Broadway blaze o' nights, the uptown department stores trim and bedeck their display windows to their hearts' content, but if you are interested in New York's attention getters from a practical, commercial standpoint there's a downtown hardware store, the Metropolitan Hardware Company, at Vesey and Church Streets, which will give the best of them a run for their money. The man isn't human, that's all, who can walk

by the side of this store—not the front of it, which faces on Vesey Street, but the side of it on Church Street—without stopping and looking and wondering if he hadn't better step inside and buy something.

The story goes back quite a ways. Strangely enough it has a political and not a commercial origin. The city fathers passed an ordinance about ten years ago which made it necessary for the Metropolitan Hardware Company to get off the sidewalk.



Few stores are blessed with as large a stretch of show window as thisand it is on one of New York's busiest streets

Formerly it had had open air stands on Church Street at which a considerable proportion of the store's business was transacted. Naturally, it didn't think much of the idea of scrapping its open-air business, but law is law and off the sidewalk it went.

The store runs back from Vesev Street onto Church about a hundred feet. It has good sized display windows on Vesey Should it make the Street. heavy investment which would be necessary to put in display windows along the Street side? For the time being it decided not to. As a substitute for display windows, display cases were placed along the Church Street side of the store. These are about three feet wide. five or six feet high, and six inches deep. They are placed somewhat higher from the sidewalk than the average display window.

Displays brought inquiries

To everyone's surprise moving off the sidewalk didn't cut down business at all. These display cases seemed to hit the passersby right between the eyes, so to speak. All day long people came into the store with inquiries about articles shown.

One factor responsible for the tremendous pulling power of these displays is the number of them. The frontage on Church Streets is so long that they form a regular procession, and no one could very well pass the store without seeing at least some of the goods in the cases.

Then the principal of light refraction helps, too. The little girl with her nose plastered up against the window is more likely to be seen from the street than grandmother sitting with her knitting further back in the rooms. The goods in these cases are plastered right up against the window. In order to make the goods on display stand out still more, the backs of the cases were done over from their original oak color to dead white.

Holds corn contest for nearby farmers

A hardware dealer in North Dakota who wanted to get more trade decided to hold a corn contest. He asked all the growers in the surrounding country to bring in the longest stalks and the biggest ears of corn grown on their farms. Each stalk was tagged with its length and the name of the grower. At the end of the allotted time a prize was presented to the farmer who had grown the winning specimen.

This contest proved to be a great help in increasing sales because the merchant, realizing the value of such an exhibit, placed the various corn stalks and ears on a side wall well toward the center of the store. This made a very interesting display and attracted a number of people, since many were interested in learning who the various contestants were. And the people who came to see the display, remained to buy different articles which they did not think they needed until they saw them on the counters.

Iowa merchant takes a musical census

As a side line the Crary Hardware Company of Boone, Iowa, handles a phonograph machine and makes a specialty of keeping the "latest out" records.

ber of the house and whether in possession of any musical instrument; also if electric lights and electric washer were used, and what kind of heating plant was in use.

The "taker" also carried a neat case containing electric bulbs of various sizes, a cleaner.

Musical Census Takers Have Started

Give Them the Information They Desire You May Win a Cash Prize

The Crary Hardware Company FRED W. CRARY JOE C. BRITT

The Musical Census started out to be only what its name implies, but it developed into an intensive house-to-house canvas for general hardware

Finding their shelf-ware moving rather slowly they hit upon a clever advertising plan to get some of their goods exhibited and advertised in each and every home in the city.

In all the local papers, for three weeks in advance, they advertised that a musical census was to be taken. They encouraged the housekeeper to admit the "taker" who wore the official badge and give her the information desired, thereby being in line to win a prize. Four young women were engaged as "takers." They carried with them cards in printed form, and after filling in the blanks they received a nominal sum in cash for each card to be returned to the firm and later used in a card index file. The information on each card gave the name, numan explosive powder for cleaning flues and many small articles of hardware. They received a commission on any of these articles they were able to sell.

The "takers" were pleasantly received and sold a goodly amount of merchandise, making handsome profits for their month's work; and the hardware firm rejoiced over the results of such an advertising scheme as a Musical Census.

March and November are the biggest months of the year for the mail order houses, according to recent figures from the Division of Analysis and Research of the Federal Reserve Board. The biggest months for department stores are the months of May and December.

What some dealers have done to make roofing sell

DEALERS TELL A SALESMAN A FEW OF THE METH-ODS THEY HAVE FOUND SUCCESSFUL IN HELPING THEM TO SELL MORE ROOFING MATERIAL

By A Roofing Salesman

HEN I started out on the road for a roofing house I suppose I knew less about roofing than almost any dealer in my territory. I had secured my job because I was a trained salesman, trained well enough so that I was able to sell myself to the house without their really discovering how little I did know about their products.

I learned something from nearly every dealer I called on, and I'm learning yet. When I visited my first dealer I talked altogether quality stuff. I was all for the best grades of roofing

and I had made up my mind that there was no need for a dealer to buy the cheap stuff which paid us little or no profit and would not give satisfaction to the user.

This first dealer had a good stock of our better grades. I could see that he was not a prospect on those goods, but I didn't weaken on the idea of

avoiding the sale of cheap roofing. I actually discouraged the man when he asked about cheap grades. I all but refused to sell to him. I went so far that he finally said, "Evidently you don't want to sell me this cheap line, but let me tell you why I want a little of it.

"When a man comes in to ask about roofing, he has probably seen some pretty low prices in a mail order catalog. He'll tell me he can buy an asphalt roofing, maybe, for one-thirty a roll. I try to tell him it is a very inferior grade, probably of

one-ply stuff. He tells me he's sure it is at least three-ply. Well. I have all the mail order catalogs and I study them, and I am sure he has been fooled because the name of the roofing is probably triplex triple - grade something that makes him think three when it is only one-ply. I have only high-

Salesmen for jobbers and manufacturers find, soon after they go out on their first trio, that they are successful only in so far as they can help the retailer. The writer of this article found that it paid him to pass on one retailer's experiences to the next.

These are methods that have meant more business for other hardware men. They can easily be made to work as well for you

grade roofing, costing twice the price the farmer quotes, I can't make him believe I am perfectly honest in condemning the cheap stuff. He is sure in his own mind that I say it is no good just because it is an underpriced competing line.

"Now, if I have a few rolls of a cheap grade that will match up with that low-priced mail order line, I can show it to him and say, 'All right, if you want that kind of roofing, I've got it right here, same price as the mail order stuff and a little better quality.' I can show it to him. The chances are that when he sees that stuff, he buys the better grade, but if I couldn't even show it to him, I'd be out of luck."

I saw the point and shipped the dealer what he wanted. Since then I have gone out of my way to present that argument and urge merchants to buy just enough of the cheap roofing so that they could handle such situations just as that man handled them.

He gets there first

Mail order competition was talked to me a good deal by different dealers and there were various ways mentioned of beating it. I remember one hardware merchant who told me his method was to "get there first." He described it in this way:

"The catalog houses mail out their catalogs early and generally get them there ahead of the season for the seasonable goods and before the local merchants have begun to display or advertise those goods. Well, that means that people have probably got off their orders before the home merchants have even shown the goods. I have adopted the plan of being an early bird myself and I find I can get my share just as well as the mail order folks can.

He does his selling early

"Take your line, now—roofing. I went after the roofing business last winter before any of my customers had thought of using roofing, but they were already reading about it in the catalogs. I sent out letters and folders about it to my mailing list and I showed it in the store, and we talked it to all the farmers who came in. I got my share. Don't you doubt it."

That man was on the job. Right then, when I saw him, he was showing harvesting machinery in his implement department although it was hardly past seed-time. Since then I urge our dealers all to look ahead farther than they ever have before in advertising and in push-It's plain ing their goods. enough that the fellow who waits until the season is there for goods must miss selling to the people who are mail order buyers, because they do not wait that long to get in their orders.

Another roofing man I was trying to sell told me of a sampling plan he had followed. He went to a building where his roofing was being used and he got all the clippings and trimmings, the odd little bits of no value. He took them to the store and pasted advertisement

(CONTINUED ON PAGE 88)

More sales mean a faster turnover—and more profits

IT'S THE TOTAL NUMBER OF PROFITS AND NOT THE AMOUNT OF PROFIT ON EACH SALE THAT FATTENS THE BANK ACCOUNT OF ANY BUSINESS MAN

By William Feather

N STOREKEEPING the money is in the number of profits on all sales rather than the size of the profit on each sale.

For example, in the hotel where the writer stayed the other night, a man at the telegraph station gave the girl a ten-cent tip for sending a fifty-cent telegram. The girl got more profit out of this one message than the company did. But in the long run, she won't get as much profit as the company, because she won't send as many telegrams.

This illustrates the principle of modern merchandising, which

is at the foundation of the success of the Fords, Woolworths, Kresges and the thousands of merchants whose fame is small, but whose bank accounts are big.

Volume sales at the smallest possible profit on each sale, with as many stock-turns as possible in a year — these are the A B C's or retail success in the hardware, grocery, or any other field. And as soon as a merchant begins to put them into practice, he begins to multiply his profits.

One of the simplest illustrations of turnover is in the fiveand ten-cent store. It is said that in these stores, the item of stock that brings in the biggest return is sold on the smallest margin of profit! This item is candy.

The reason is this: a stock of candy is "turned"—sold more times per year than any other item the "five-and-tens" carry.

A stock of candy is sold out

each week. Experience has made it possible to buy just the amount that will be needed to last a week, and so at the end of each seven days the company has its investment back, plus a profit.

Suppose the profit made on each week's supply of candy is 4 per cent. Since the stock is turned over 52 times a

A profit of 4% multiplied by 52 gives an annual profit of 208%. A larger profit multiplied by a smaller number, indicating a slower turnover,

means less profit per

This is the principle upon which successful business is built. Make a small profit often and you prosper: wait for the longer profit on occasional sales and there is less chance of lasting financial success

500SIC ..

year, the total profit is 52 times 4 per cent., or 108 per cent. on the investment!

Of course this is an unusual case. The average business cannot hope to make such a rapid turnover. But it can work toward that end.

If a merchant has \$25,000 invested in a stock of goods, and sells this stock out four times a year, he has a "four-time turnover." He is really doing a \$100,000 volume of business on an investment of \$25,000.

If the sale of \$25,000 worth of goods yields him 5 per cent. net profit, and he turns over \$25,000 worth of goods four times in the year, he has made four times 5 per cent., or 20 per cent. net profit. And if he could speed up his selling so as to turn his stock one more time—five times in the year—he would make 25 per cent. net profit. This with almost no extra selling or overhead expense!

Obviously, a retailer's preparations for increasing annual turnover must begin with his buying. A merchant must learn his customers' wants, must know when and how to induce them to increase these wants, and he must buy those goods which he can sell—turn over—to people in the shortest possible time.

Buying influences turnover

In baseball, bench-warmers win no games. In retailing, shelf-warmers yield no profits. Buy the goods that move. Although there's no rule, no one nowadays disputes the fact that chances of rapid turnover are in favor of advertised goods.

Another argument in favor of selling at a small individual profit is the fact that up to a certain point of business volume, the overhead of every business is fixed.

The irreducible overhead

As long as a store is open, there is an overhead expense for rent, heat, light, insurance, clerk hire, etc. A store doing a \$60,000 annual volume of business can do a \$75,000 business with almost no increase in overhead.

The profit on the extra \$15,-000 worth of sales is practically "velvet." That velvet is the result of careful buying, well-planned merchandising, perhaps a little newspaper and direct advertising, attractive window and store displays, and enthusiastic sales efforts on the part of the store personnel.

Gives church free advertising space

Mr. Scott Tucker, a progressive merchant of Boone, Iowa, makes a church congregation very grateful by giving them the use of his Saturday night advertising space in the local newspaper.

A church ad is run in this space and is written up in such a way as to attract many people to the following day's services. Incidentally the kindness of the merchant is recognized by all the church members, and while it is done primarily to help the church, it makes friends as well.

When the boss passed the buck to the salesmen

BY FRANKLY PUTTING IT UP TO THE BOYS AND GETTING THEIR CO-OPERATION, HE GOT A LOT OF EXTRA BRAINS AND ENERGY WORKING FOR HIM

By Manthei Howe

ILLUSTRATED BY WALTER DE MARIS

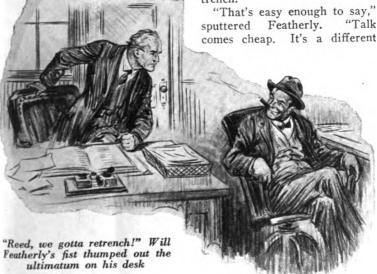
THE wind howled about the store, rattling windows and playing an accompaniment in keeping with Will Featherly's thoughts.

For half an hour he had been toting up columns and in spite of his best mathematical efforts the damning results always remained the same. Suddenly he shoved back his chair and glared at the man lounging and smoking at an adjacent desk.

"Reed, we gotta retrench!"
Will Featherly's first thumped
out the ultimatum on his desk.

Reed Sherman rolled his cigar to the corner of his mouth

"All right," he remarked pleasantly, "go ahead and retrench."



thing when you come to do the shaving of the expenses."

The other man squinted at an elephant inkwell on his desk. For a second he was silent, then he turned.

"You know, Will," he commented. "I've kept my finger out of the store management. I've been a really silent partner. I know how to make money out of chicken raising and small fruit farms, but I don't pretend to know hardware. You do know the business.

"I'm willing to furnish the capital and trust to you to run the store. 'Featherly and Sherman' makes a good looking

sign over the door. And the names read in the right order. You're boss in the store. I'm satisfied to have desk room and a place to stack my poultry and agricultural journals."

Reed Sherman stopped. His gray eyes twinkled at his worried partner.

"Cheer up, Will," he grinned, "we're in the same boat as all the other retailers."

"Yeh," grunted Featherly, "but because all my friends are suffering from seven-year itch doesn't say I'd be willing to scratch my hide off without seeking a remedy."

For a few seconds the yowl



to bring a hint to cut expenses, or a method of getting new business. I'm looking for stunts that will bring results."

of the wind was the only sound in the office, then Featherly coughed deprecatingly.

"I know you are the silent partner, Reed," he acknowledged, "but I wish just once you wouldn't be so darned silent. Business principles are pretty much the same in any line. You've made your farms pay. If you've got an idea on how to make this business pay, for Pete's sake, shoot! We can't cut wages because I don't believe in it and because the men are getting no more than just wages now. But we've gotta retrench."

"And there are just two ways to do it, old top. Cut down the cost of doing business, and get more business."

Sherman paused and began drawing chickens on a desk pad. He was turning the problem over in his mind. The sketching pencil helped to pace his ideas.

"You can't cut salaries so you'll have to cut waste," he finally took up the conversation. "And by that I don't mean doing without necessary equipment; no penny wise, pound foolish policy. In fact I'd spend



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some money to do away with the old account-keeping system. Put in a "one writing" slip system and discard your outworn passbook idea. Keep a bit closer watch on credits and collections."

FEATHERLY started to object, thought better of it and kept still.

"You say, Will, you can't prune the cost of doing business any closer. Perhaps you can't, but probably your employees can. The trouble with owning and running a business is that you are so close to it, you don't get a fair squint at it. Just as your wife has grown accustomed to your homely face, so you get calloused to sources of waste in the business.

"Now take that stairway that leads up to the stockroom. It's painted a dark green and it's a dark stairway anyhow. An electric light has to be lighted everytime a salesman uses that stairway. In consequence the light is turned on; some one forgets to turn it off and the electric light usually burns all day, and goodness knows how often it burns all night. An item of only a few dollars, but many of those items materially raise the cost of doing business."

"But that stairway is dark," Featherly reminded him.

"Yes, and painting it a dark green makes it even darker," retorted Sherman. "When business is a bit slow, is a good time to attend to some minor, neglected jobs. We've got the paint in stock. Paint that stairway a light yellow and paint the top and bottom stair white; then you'll get the benefit of every ray of light from that too small window at the head of the stair. The electric light will need to be used only a very small part of the day."

The silent partner was warming to his subject. He slid farther down to a more comfortable angle in his office chair.

"You don't believe in a oneman business, Will, and neither do I. All our salesmen have been with the firm a good many years. Chances are all to the good that they have been worrying a bit, on their own hook, about this slowing up of business. They have been wondering probably if it might mean a cut in wages, or dropping some of them from the pay-roll. Well ——," Sherman shrugged.

"THIS is one time when it's good to pass the buck," he declared. "Call a meeting of the boys. Tell them frankly that we are up against the necessity of cutting down the cost of doing business, that if they want the same wages they'll have to indulge in some intensive sales effort and some intensive thrift habits.

"For instance, today I saw one of our trucks standing in front of the freight depot with the engine racing, running its head off while Ed kidded the red-haired stenographer. It was exactly twenty minutes."

(CONTINUED ON PAGE 60)

Kansas dealer makes bid for women's trade

Men are the chief customers of the hardware store and women feel strange in the usual hardware store atmosphere. Because of this, many good sales are lost. There are ways in which dealers may remedy this, giving women a feeling of ease in their places of business.

The Ottawa Hardware Company of Ottawa, Kas., has accomplished this by re-arranging the front of its store and by giving a cordial invitation to shoppers to make the store their headquarters for meeting old friends and for snatching a rest between shopping tours.

When a woman steps into the store she sees, at one side, several inviting chairs. Arranged in this section of the store are articles of home convenience, and things new and unusual along house furnishing lines. Of course, these interest her at once, and to interest a woman in something she needs or would like to have is to make more than half of a sale.

On the day of the showing of a picture which had a number of household scenes, this merchant advertised a washing machine. His advertisement urged people to take pity on the poor women of the washboard and knuckle-skinned wash day method, and to get a washer, which would save women's back and bring youth again into their worried faces.

At Christmas time a unique



A direct appeal to women is paying this store well

advertisement, showed a woman's face, and a little bird whispering in her ear, "Listen Lady! There's a little message we'd like to whisper in your ear. Buy his gift from a hardware store."

After listing several appropriate gifts the advertisement continues, "Yes, the right sort of a gift is here."

It pays to cater to women and the more at ease they feel in your store, the more benefit you will reap from your efforts toward creating an atmosphere which is "First Aid" to the loosening of the purse strings.

IDEAS FROM THE MAN BEHIND THE COUNTER

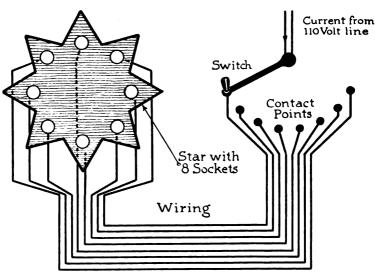
This month's first prize winning idea letter

Customers come into our store very frequently and ask for an electric lamp, and yet do not know exactly what kind of a lamp they need or want, whether a fifty, seventy-five, or some other watt. Consequently our Mr. Ford designed a device which has helped us materially in showing and selling lamps.

This device consists of an eight-pointed star made of Beav-

er Board, upon which are placed eight electric light sockets. In each of these sockets is placed a lamp, making a total of eight lamps of the following wattage: 10, 25, 40, 50, 60, 75, 100 and 150.

Connecting wires are run to the electric light line and to a switch. The switch has eight contact points on it, one for every lamp on the star, and also



"Showing them pays better than telling them," is the idea behind this lamp display board

a switch blade which can be revolved so as to come into contact with any one of the eight contact points.

Now when a customer comes into the store we are able to advise him as to what kind of a iamp he needs. If he does not know exactly what watt or type of lamp he wants we endeavor to find out what room in his house he wants the lamp for. If he wants a lamp for the living room, kitchen, or reading room, we suggest that he use a 40-watt lamp, and then proceed to show him how much light it gives by using the above described device. In a similar manner we endeavor to show him just what type lamp he should use for every room in the house, taking into consideration service. economy and convenience.

The lamps on the star show the amount of light each lamp gives. We have a chart, also, which was computed by the writer, upon which are listed the various sized lamps and opposite each the approximate number of hours each will burn with the consumption of one cent's worth of current. All lamps are tested before leaving the store. Here is the chart:

Watt	Hours for 1c
10	9 hours
15	6 "
25	4 1/3 "
40 .	2 1/6 "
50	1 2/3 "
60	1 1/2 "
	Gas filled
75	1 1/6 "
100	5/6 "
150	5/9 "
200	5/12"

The rate taken for above is 12c per kilo-watt hour.

R. T. ALBEE, The Peck Co., St. Johnsburg, Vt.

He puts special tags on goods he has sold

At Christmas time every hardware store has occasion to sell many articles to be reserved until close to the holidays for delivery, and in caring for them sometimes the articles are sold with the understanding that settlement will be made on delivery, and unless the person who delivers the articles has this information, he may let them get out without receiving payment and the store sometimes has hard work making the collection.

On the other hand, the article may have been charged to a perfectly good customer and the delivery clerk may take a good deal of time making sure that the charge has been made. Then, again, there are often several places where such reserved articles are stored, and the delivery clerk finds it necessary to look in all of the places before he finds the article.

Last year we devised the idea

 $\mathsf{Digitized}\,\mathsf{by}\,Google$

of using a red tag on every article on which payment was to be collected, and a white tag on articles charged or paid for. This was an absolute signal as to whether a collection was to be made. No article with a red tag on it had been charged or recorded except on these tags. When a charge customer made a purchase, a charge slip was made out at the time of the sale and on delivery no further entry was to be made. These tags were perforated and the lower part was filed in an indexed cabinet; the top section was attached to the article.

The location in the store or warehouse was marked on the stub which was kept in the cabinet, and when Mr. Jones or Mr. Smith called for his package, the clerk found his card properly indexed and saw at a glance that the red card meant a collection to be made, or, if a white card, that the article was ready for delivery without either charge or collection. The location item stated just where the article was to be found. had the same form printed on both tags to save cost. Small articles were stored in "pigeonholes" alphabetically indexed to save time looking for packages.

J. J. Schull, Scull, Swain & Wallace. Sherman, Texas.

Woman offers idea to sell fireless cookers

From Mobile, Alabama, comes a suggestion on the sale of fireless cookers:

To the uninitiated, the possibilities of the fireless cooker are like so many fairy tales. As the proof of the pudding is the eating thereof, the best way to show the possibilities of the fireless cooker is by a practical demonstration.

Choose a day when there is some popular play on and invite the ladies to your store before the matinée to see how food is prepared in a fireless cooker, and then ask them to stop by after the matinée to get a taste of the best cooked food they ever ate.

Of course, they will be delighted. and many will want one, but as the cash price of a cooker is rather high, why not make a specialty of selling cookers on the instalment like sewing machines or phonographs, at so much down and put the cooker within the reach of every housewife?

> MISS L. A. CARTER. Mobile, Ala.

Your Idea may win a Prize

GOOD HARDWARE invites every hardware merchant and clerk to write a short letter about something interesting in his store—whether it's a way of handling his deliveries or how he devised a home-made broom-rack, or the way he put on a sale of washing machines, or a unique window display, or an unusual stock arrangement, or what he did to keep the store cool in the summer or hot in winter, or how he built up a big trade in plumbers' supplies.

A prize of \$10.00 will be awarded every month for the most interesting idea sent in. And two dollars will be paid for every idea published. If you have photographs of your store interior or window displays, send them in, too. Address THE IDEA EDITOR, GOOD HARDWARE.



What's in a Name?

By WILLIAM LUDLUM

What's in a name? What's in a name?
Let's stop to think a bit—
And we will find that name, today,
Is, plainly speaking—It!

"Big Ben" awakes us at the dawn;
We haste to take a rub
With "Colgate's," "Pear's," or "Ivory"
Safe in a "Standard" tub;
We scrape with a "Gillette" or "Gem,"
Then don our "Rogers Peet,"
"Hole-proof" and "Douglas," "B.V.D.'s"
And then go down to eat.

The food we face so eagerly
By "Mace" has been preserved,
And cooked by "Mirro" on a "Jewel,"
In "Haviland" is served;
A "Willard" starts our trusty "Ford"
And, puffing "Robert Burns,"
We eat and work and walk about
Till "Mazda" time returns.

What's in a name? What's in a name? Let's stop to think a bit— And we will find that name, today Is, plainly speaking—It!



Editorials

Are You Guilty?

IN a recent report the secretary of the California Retail Hardware and Imple-

ment Association summarized the wastes in the retail store and said that a large percentage of the retail merchant's overhead is due to preventable waste. His list of wastes included wasted display space, wasted opportunities for service, waste from lack of system, inefficient collection methods, carelessness, slipshod deliveries, poor salesmanship and thoughtless buying.

Every hardware store in the United States is not guilty of all of these wastes. Most, however, are guilty of one or more of them, and it is the function of GOOD HARDWARE to co-operate in eliminating those wastes by showing just how other merchants have done it. If a hardware company in Tuscaloosa, Alabama, hits on an economical method of handling nails, GOOD HARDWARE tells you how he does it and the resultant saving is yours. A staff of contributors that covers the country is continually on the look-out for ideas that wide-awake

hardware merchants are using to better their business. And these ideas are passed on to you each month in your copy of GOOD HARDWARE.

"Expensive" RECENTLY we noticed in a chain-store window a sign which read: "You do not have to pay for expensive advertising when you buy at this store." Is such a statement the truth? Doubtless the idea was that stores doing advertising had to raise their prices.

We believe that every newspaper ought to combat that idea by a judicious campaign of its own advertising directed against that idea.

One of the largest newspaper advertisers in the retail business says that he knows advertising does not cost him anything, nor his customers anything, because through it he speeds up the turnover and thus not only keeps his stock fresh but with a smaller percentage of profit he makes more money in the year. He also states that a prominent mail order man told him that they always sent their catalogues and advertising matter into territory where they found the merchants were not advertising. There they got the greatest returns on their investment.

 \cdot Digitized by \bigcirc OOQ $\boxed{0}$

Holds a straw vote on candidates

A live hardware merchant wanted to keep his store in the public eve and on the public's tongue, and he knew that the very best kind of advertising was that which caused one person to tell another about vou. So he decided to hold a straw vote on candidates one day in October. He gave out slips to each customer and had a box with a slot at the top in which voters inserted their ballots. He placed this box in the rear of his store so that the voters were obliged to walk through the store in order to cast their bal-

On the aisles leading to the box he arranged interesting displays of merchandise which could not help but attract the attention of the voters who, on their way out, stopped to make purchases of the various articles they were reminded of.

In addition to announcing the date of the straw vote in his advertising space, he also suggested to his editor that he run a news item about the straw vote as it was really news. few days before the straw vote he sent a duplicated letter to every man whom he knew was interested in politics, advising him that the vote was to be held and that he get as many of his friends as possible to come in and vote in order that his candidate might make a good showing.

The result of the straw vote was announced by a card in his

window and in his newspaper space, and the editor of the paper also ran a news item about it. This not only gained popularity for him and his store, but he was able to add a considerable number of names to his mailing list.

Novel scheme helps produce more eggs

Ever hear of a mouse trap, an alarm clock and a common, everyday electric light combining to produce more eggs? This is the sort of contraption a man rigged up in Newcastle, Pa., and now he is getting 20 to 25 eggs every day from 31 pullets. Some record, eh?

This man noted that as long as it was dark his brood wouldn't budge from their roost. So he hit upon a happy and prolific idea: in one corner of his coop a little shelf was arranged and on it was placed an alarm clock. A string tied to the alarm key of the clock was connected with a mouse trap tacked on the wall above, and a string connected with the spring of the trap was also attached to an electric light socket in the wall of the coop.

Consequently, when the alarm goes off every morning promptly at 4 o'clock, it tugs the spring of the mouse trap, which in turn jerks the electric socket and turns the entire coop into broad daylight. A merry cackle, cackle, cackle emerges from within, and the day's work is begun in dead earnest.



Hunter starts a battle royal



ALL THE DEADLY RIVALS NEEDED TO SET THEM
OFF WAS A LITTLE PUSH—AND BUNYAN HUNTER
UNWITTINGLY FURNISHED IT FOR THEM

By Emmet F. Harte

ILLUSTRATED BY BERNARD WESTMACOTT

HERE never was a milder and more harmless-looking man than this Pettigrew Tidwell person, proprietor of the Elite Hardware Store in Hazel Hill. He was a wizened, rusty-coated little man with pale, battleshipgray eyes and a dove-colored voice; the only thing about him that looked ferocious was his hair, which was brindle and bristly like a bull terrier's—but he mostly wore his hat.

"Why, yes, Mr. B. Duckworth Hunter," he said readily, after reading my professional card and listening to my explanation of my talents as a doctor of debilitated business ventures. "Why, I reckon you're just the feller I'm in need of. I 'low you would be on to all the ins and outs of fixing up catchy advertisements for the home paper,"

"Mr. Tidwell," I solemnly affirmed, "writing newspaper ads that make the buying public sprout wings on their feet is the one thing I excel at and in. I'm a heartfelt advocate of the deathless principle that advertising pays bigger dividends than any other forms of invested capital, if you use the average gumption of a goose in going about it. You're thinking of engaging in a campaign of advertising?"

"Why, it's this way," elucidated. "This feller Bullock ' which runs the Hazel Hill Skipa-Day Herald, bought a sixtydollar washing-machine for his wife a while back, with the understanding that I was to take half in space in the Herald. So I'm paid in advance for a fourth of a page for six months. It's been setting heavy on my chest, It's a terrible chore to too. make up an advertisement three times a week when I don't know what I want to say to start out with. I'd about decided to print the name of my store and let it go at that-"

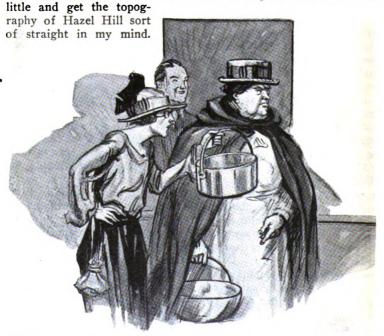
"LOOKS like a case of Providence, me coming at this particular time," I said. "And the pretty part is that I take my pay out of the added profits. If I don't deliver the goods, it doesn't cost you anything, see? And

if I do produce results, Jones pays the score. My system is the nearest to a sure thing known, outside of death and taxes."

"It does look that way, for a fact," agreed Pettigrew Tidwell. "But what tickles me most is to think I'm going to get action on that space in the *Herald*. It was beginning to listen like thirty dollars wasted to yours truly."

Having settled the preliminaries of undertaking to yank friend Tidwell's alleged Elite Hardware business out of its coma, I proceeded to prospect around a

pleasant and prosperous, small, Middle-American town. people were the ordinary goodhumored, kindly, easy-going, inquisitive. law-abiding found throughout the peaceful hinterland of our glorious country. They'll nurse you if you get sick, indorse your note at the bank if you go broke, or if you go wrong, they'll sit on a jury and condemn you to prison for life, all with the same genial aplomb. In an extreme case, they'll even help lynch you without the slightest hesitation.



One likes to have a working idea of the layout of a place, the ways in and out-leading, and what-not. If for no other reason, it's handy knowledge to have in case of fire or insurrection.

Hazel Hill seemed to be a

light-hearted and hard-boiled race of people, us Americans. Ready for a frolic, a fight, or a funeral, as the cards come out, any time.

These medium-sized towns have a great many features in

common. They're even built according to a time-honored plan: business district bordering one or two principal streets for a couple, maybe three blocks; one high-toned residence hill where the bankers, merchants, doctor, and leading lawyer live; lesser dwelling places of those in a descending social scale until you reach the abode of riff-raff down south of the railroad tracks. Or north, west, or east, as may be

I CIRCULATED around, satisfying the curiosity of those townsfolk who keep a weather eye on all strangers, first of all. The sooner a newcomer relieves the anxious interest of these home-grown hawkshaws, the quicker they'll quit worrying about you. I stuff each one full of a different story and let 'em wrangle it out at their leisure.

I called at the *Herald* office and gave Editor Bullock an interview. His paper came out on Mondays, Wednesdays, and Fridays. Home news was always turists lived in town. All the regular lines of business were well represented. There was one other general hardware store in Hazel Hill besides Tidwell's emporium. The other store was conducted by a wight named Thaddeus Chestnut. A modest enough appearing, inoffensive-spoken gentleman of the old school, from indications visible to the naked eye. But you can't tell how many thorns there are concealed in a rosebush just by rubbering at the pretty posies.

I'll admit that I didn't have a single premonition of anything unusual happening when I started the ball rolling. My emo-

Tidwell essayed the hardest task known—convincing an angry woman that she's wrong

welcome. Hazel Hill was undoubtedly a dandy little business town, situated as it was in the midst of a cracking good farming, fruit-growing, and stockraising section. Lots of retired, well-to-do, agri- and horti-cul-



tions were those of a kid starting on a picnic, little dreaming that disaster was waiting right around the corner. What occurred when it occurred was like setting fire to one firecracker and having a whole fireworks factory blow up in one's face. But I'm anticipating.

FTER getting my bear-A ings Ι went back Tidwell's emporium de elite, husked my coat, and lined up things for the battle. was right, though I didn't know it yet. Tidwell carried a good general stock of hardware. cutlery, cooking-utensils, paints and varnishes, stoves, furnaces, and such like. His books showed that he was normally doing a business of from \$800 to \$1,000 a month, cash and credit, gathered that Chestnut was making a similar showing. trade in their line seemed about equally divided between Incidentally I understood that there was no love lost between Messrs, Tidwell and Chestnut, They were temperamentally, as well as commercially, opposed and arrayed against each other.

That being nothing out of the ordinary, I thought little of it. Competitors in the same line in small communities are frequently shy of any fraternal affection for one another. It's awfully hard to magnify the virtues of a low-down rascal who's trying to down you by hook or crook—knowing that he feels the same way about you, at the same time.

"Any special suggestions regarding these ads?" I asked be-

fore beginning to write, "or do you want me to handle the whole thing? If you have any sluggish stock that's gone to roost on the job, now's the time to put the skids under it."

"Well, you might feature a few things," he said mildly. "I'm overstocked with granite-ware, garden-tools, kitchen-ranges, woven wire fencing, and barb wire. You might brag up our line of hot-air furnaces, too, while you're at it. Old Snake in the Grass, up the street, has been exerting himself to run down the brand of heating-plant I'm selling. At the same time, he carries a furnace that ain't even worth the price of that much junk."

"I thought you said you didn't know anything about the advertising game," I remarked. "Sounds like you're hep to some of the essential points."

"I can't put my ideas on paper," he declared. "When I start to write up an ad, my head just simply stops on a dead center and won't work."

BETWEEN us we achieved a sprightly opening gun. Tidwell dropped hints and I dressed the dope up in frills and flowers. Our first ad was dignified and conservative as befitted a sound, progressive, hardware store, bidding for the best class of patronage. Tidwell wasn't altogether satisfied. He intimated that it might have been better to devote the space to an exposé of his rival's inferior goods and questionable business methods as well as his utter lack of intellized by CONTINICED ON PAGE 72)

Sends checks with sales literature

A hardware store was anxious to get the attention of its public in order to tell them about a new electric washing machine they were selling. They had attractive literature that told accurately of the merits and advantages of the article, but they wanted to be sure that this advertising literature would be read.

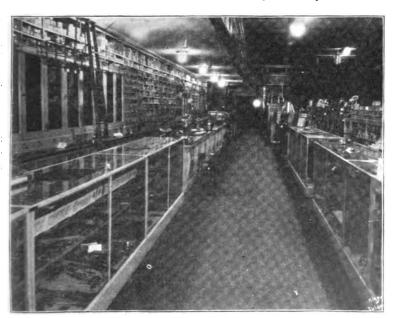
They hit upon a scheme whereby they gained the attention of everyone to whom they sent their circulars. Enclosed with this printed matter there was also a three cent check from the firm.

It was explained that this

amount was to pay you for the few seconds that it took you to read through their circular. Of course no one opens a letter with a check enclosed without giving it serious attention. There were few who did not sense the humor in this clever appeal for their attention enough to scan the reading matter enclosed.

Uses roofing material for floor covering The Linder Hardware Co.,

The Linder Hardware Co., of Tulare. Calif., has found that a good grade of ready roofing paper makes a satisfactory floor covering for its store. For almost two years this store has had roofing paper on its floors and the covering is in good condition despite steady wear.



Roofing paper, made to withstand sun and heat and rain, also made excellent, long-lasting floor covering



THE REASON

Critic (as the composer plays his last piece): "Very fine, indeed. But what is that passage which makes the cold chills run down the back?"

Composer: "That is where the wanderer has the hotel bill

brought to him."

WHY DON'T THEY?

1st Cynic: "Women are crazy about clothes."

2nd Cynic: "So they are."

1st Cynic: "Well, then, why
don't they wear more of them?"

HIS BUSINESS

Chatter: "What's this I hear about Hunter neglecting his business to run after a young widow?"

Box: "Nothing in it! Hunter's business is to make money, and she has cartloads of it.'

POORLY FIXED

"Is your husband on a fixed salary?"

"Yes; but it's not fixed exactly to our liking."

WILLIE'S REMEDY.

"The population of China is " said the teacher. immense," said the teacher.
"Do you know that every time we take a breath a Chinaman dies?" Just then the teacher noticed a small boy, very red in the face, and panting as though he were exercising strenuously.

"What are you doing, Willie?"

asked the teacher.

"Killing Chinamen, sir. I hate 'em," answered Willie.

JUST FREE

She: "I suppose you'd like to be free to marry again!"

He: "No. Just free."

REASON ENOUGH

North: "Why is your wife so

jealous of your typist?"
West: "My wife used to be my typist."

ANSWERED

Grey: "Is life worth living?" Brown: "I think that question has been answered for good and The cost has been more than doubled and we all hang on."

WASTED TIME

He: "I love you so that I could wait a hundred years to marry you!"

"Why waste all that She:

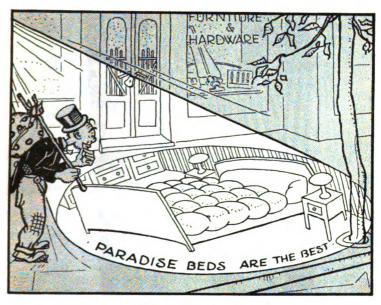
YOUTHFUL FINANCE

Mother: "Johnny, why in the world are you feeding the baby with yeast?"

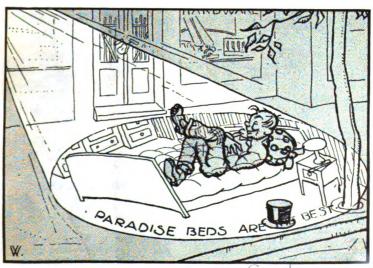
Johnny: "Boohoo! She's swallowed my six pence, and I'm trying to raise the dough!"

Digitized by GOOGIC

Weary Willie sees the new sidewalk projection advertising



"What the --!"



"Oh! Boy Highized by Google



How Lazy Bill Bizzer nailed up the box to be sent to his wife's sister

DOUBLE ACTION

Mrs. Exe: Does your husband remember the anniversary of your marriage?

Mrs. Wye: Never; so I remind him of it in January and June and get two presents.

LONG WEARING

Husband: I see they're wear-

ing gowns longer this year. Wife: Well, if they wear them any longer than I do they'll have to make 'em out of sheet iron.

ALWAYS COLD

The optimist had both his feet taken off by a train. "It's not so bad as it looks," he remarked to a friend. "You see, they were always cold!"

SECOND HAND

Doctor: Now that you have a car you must not neglect your daily exercise.

She: Oh, he won't. It's a second hand car.

WHERE'S BUSINESS?

The ministers of a small town were holding religious services each morning in a different store. One of the preachers asked a certain merchant if he

believed in Heaven, and was told no.

"Do you believe in hell, then?"

continued the preacher.

"Well, I dunno-business has gone somewhere," replied the gloomy merchant.

SOMEWHAT OLDER

"Man, your hair is all gray but I don't see a single gray hair

in your beard."
"Well, you must remember that my hair is somewhat older than my beard."

HALF A LOAF

Beggar: Please give a poor old blind man a dime?

Citizen: Why, you can see out

of one eye. Beggar: Well, then, give me a nickel.

Personality is a big factor in business success, but personality is not made by tailors and barbers.

WON'T LAST

Clerk: We are selling these goods at 98 cents madam, but they won't last more than a day or two.

Customer: They won't? wonder you have the cheek to offer them to anybody?

Digitized by GOOGLE

UNLUCKY AT CARDS
Mrs.: My luck leaves me at
cards.

Mr.: It isn't your luck, dear, it's your common sense.

WHY SHE LEFT "Why did she leave her husband?"

"He lost all his money."

"How?"

"She spent it."

DUE NOTICE

Sarcastic notices to employees are apt to be conventional and forced in their humor, but the following contains a pleasant element in its conclusion:

"New Rules To Our Employees: All requests for leaves of absence on account of tooth aches, severe colds, and minor physical ailments, and on account of church picnics, weddings, and funerals, etc., must be handed to the foreman in charge of your department before 10 a.m., on the morning of the game."

CAUSE AND EFFECT Mistress: You have seven

Mistress: You have seven waists in the wash this week. My daughter has only two.

Maid: Your daughter's young man's a bank clerk. Mine's a coal man.

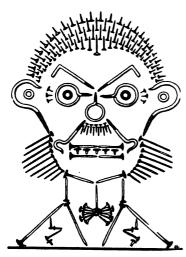
NOT A PROPHET

He asked the old actor when he thought he might possibly repay an ancient loan.

"Can't say, old boy. I'm an actor, not a prophet."

MR. KOZYHOAM





A HARDWARE MAN

AN ESTIMATE

Shady-looking Householder: "What would I get if my house burned down tomorrow?"

Insurance Clerk: "Oh, I should say three or four years!"

CONTRADICTION

Scotsman: "What'll ye hae?" Foreigner: "I vil take a drop of contradiction."

"What's that?"

"Vell, you put in de visky to make it strong, de vater to make it veak, de lemon to make it sour, and de sugar to make it sweet. Den you say 'Here's to you!' and you drink it yourself."

Plan your work, but don't forget to work your plan.

WE HOPE SO

His little suit was brand new when he went out, but when he came back the entire seat of his

trousers had gone.
"Oh, Willie," said his mother, "surely you didn't walk home

like that?"

"It's all right, mother," replied Willie. "No one saw me; I walked all the way backwards."

PRETTY THICK

Pike: "Why are you wearing so many coats on such a hot day?"

Mike (Carrying a paint can): "I'm going to paint me fence and it sez on this can to obtain best results, put on at least three coats."

HE KNOWS

Bill: "Do you know of anyone

who has a horse for sale?"
Sam (grinning): "Yes; I believe Bob has. I sold him one yesterday."

JUST AS WELL

She (just after their engagement): "I have a surprise for you, dearest. I can cook just as well as I can play the piano.

He (his face falling): doesn't matter, dearest; we can have all our meals out, you know."

If the wide-awake hardware man lived to the age of Methuselah he would still be a learner.

TOO LATE

Waiter (observing diner's dissatisfaction): "Aren't your eggs cooked long enough, sir?"

Diner: "Yes, but not soon

Diner: enough."

MAKE UP

Miss: "Women are more for-

giving than men." Mister: "Perhaps. Anyway, I'll admit that they make up oftener."

A GIFT "I am afraid, doctor," said rs. Harding, "that my hus-

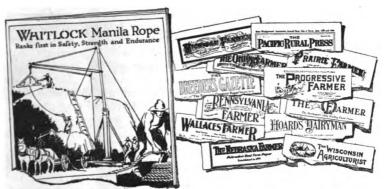
Mrs. Harding, "that my hus-band has some terrible mental affliction. Sometimes I talk to him for hours and then discover that he hasn't heard a word."
"That isn't an affliction, mad-

was the weary reply. "That's a gift."

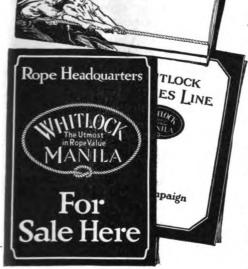
HEAD OVER EARS

"Harduppe hasn't even paid for the hat he is wearing." "Head over ears in debt—eh?"

Digitized by GOOGLE



WAITLOCK secures business for its dealers You have a right to greative kind



WHITLOCK (ORDAGE (OMPANY 46 South Street, New York

WHITLOCK CORDAGE CO. 46 South Street, New York, N.Y.

Please send information regarding your business building rope campaign for hardware dealers.

 You have a right to expect the effective kind of sales help from your rope manufacturer which will bring customers into your store. You get it with Whitlock.

Glance at the influential group of farm papers shown above. Through these the Whitlock Message is being carried regularly—often by full page color ads—to two million farmers, convincing them that Whitlock spells safety and economy in rope language. They are seeking the store with the Whitlock sign. That store should be yours.

And another two million boat owners, builders and housewives are reading of Whitlock Rope and Clothes Lines in their favorite magazines—reading, believing, and buying from Whitlock Dealers not only rope but a thousand and one hardware and house-furnishing items. They know they can depend on a Whitlock Dealer to carry quality goods.

You are nvited to oin the Whitlock Association for more profit, quicker turnover and greater volume of sales. Just clip this coupon and mail it. You will be told by us or our distributor how you wan become a member.

How to figure what paint stock you should carry

(CONTINUED FROM PAGE 12)

popular colors - probably not more than ten or twelve shades. A few popular body colors such as white, cream, grav and drab should be stocked in liberal quantities, sufficient to take care of at least one or two house jobs. Trim colors should be stocked lightly. In some shades, it is not necessary to carry all sizes. In fact, some successful dealers with limited stocks do not carry half gallons at all, and when an occasional half gallon is called for, two quarts are substituted. Some even eliminate pints and substitute half pints. By careful elimination of sizes and colors, which are hard to sell, the small store can cut down its investment to a low figure without interfering with serviceand don't forget that a small investment makes for rapid turnover and bigger profit.

Only show colors you stock

By all means, see to it that your stock corresponds exactly with the color card. show a 30 or 36 shade color card when you carry only 10 shades in stock. Whenever a customer has to be sold off of one shade onto another, as in the case of the woman referred to above. trouble is apt to result. manufacturers have a short line color card. Use it and make your stock correspond with it. A very practical display is described below. The chances are that if you get together with

your paint house representative. a small store stock can be worked out that will be compact, but will meet all the requirements of your customers. This can be bought with an investment that will enable you to take pleasure and profit out of your house paint line.

The middle-sized store

GROUP II. In this group we would include moderate sized stores, the majority of them located in towns ranging from 2,500 to 15,000, and many of them in residential and suburban centers. It would include most of the dealers rated between \$2,000 and \$6,000. There are about 10,000 hardware dealers in this group.

The problems of this group are similar to those of Group I, except that a larger stock has to be carried: From sixteen to twenty colors should be carried in these stores. A few body colors should be stocked liberal quantities—the trim colors lightly. Here again the stock should agree absolutely with the color card.

Eighteen or twenty well selected colors will take care of almost any paint demand satisfactorily, provided that those colors are the only ones shown to the customer. If, however, you show a color card with 35 or 40 colors, and you only stock half of them, the chances are that about half the time your customers will pick the colors you haven't got. Then there's dissatisfaction. Just to show that a good business can be done with a short line card, let us

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Get the Profits

Your Business

By Registering, Adding and Auditing with Mechanical Accuracy and Speed

Every sale, credit or cash, is registered with utmost speed and accuracy on the McCaskey Cash System. At the same time the clerk and department symbols are noted on the tape. You can get the profits out of your businou can get the profits out of your nust-ness only when you know at all times what departments or clerks need your consideration. You want results and the McCaskey Cash System tells you in what respect you are getting them. It registers your sales information complete.

It Adds!

With the same system, the identical keyboard which registers your sales, you can add all columns of figures and obtain your business records with instant precision. Losses in handling money occur most frequently today through mistakes in mental calculation. The McCaskey Cash System adds for you. It saves time; and stops losses! It gets you the profits from your business.

It Audital

You audit your invoices carefully and promptly; you take your discounts regularly; you audit your credit or charge accounts daily if you do a credit business—you do these things if you are getting the profits out of your business! This McCaskey Cash System ness! This McCaskey Cash System provides a means for auditing your invoices and accounts rapidly and accurately. The audit slip holders retain the form and print the red total after you have added the items, subtracted the discounts and other deductions, giving you without loss of time and without lear of error, your accurate business records. records.

Minutes Do What Hours Did!

Minutes Do What Hours Didl McCaskey Systems, credit or cash, handle your business transactions and records in minutes where hours in the evenings and Sundays used to be re-quired. If you have credit or cash difficulties and want to learn to save time and stop losses, to get the profits due you from your business, fill the lines on the coupon below and mail to us TODAY. There will be no obligation, just an opportunity for McCaskey Sys-tems to "show" you.



The McCaskey Cash System



The Style B-2 Keyboard

Business	Credit or Cash
Name	

The McCaskey Register Co. ALLIANCE

give a few actual examples. There is a downtown hardware store, in a town of a quarter of a million inhabitants, with a paint department doing from \$30,000 to \$40,000 a year. This store gets along well with only a medium sized color line. Another store, the leading one in a community of 75,000 people, does a big business but only stocks 18 colors.

The "price" line

GROUP III. In this group belong the large stores that cater to a big paint market and do a large volume of business. These stores sell to contractors. painters, institutions, and mills as well as to private property owners. Here a full line of colors may be carried. But even here it is very easy to pile up a stock of slow moving colors and sizes that absorb part of the profit. Some dealers now in this group could well afford to promote themselves into Group II or even into Group I. would make more money with a shorter line of colors and a smaller stock.

The problem of a grade line, or rather a "price" paint, is difficult to solve. Unfortunately, there are certain demands in many communities for a low priced paint, such as temporary or seasonable work, and surfaces where the durability of the paint is a secondary consideration. There are also price buyers who have no appreciation of quality products and their economy, but are only interested in the initial investment. For such classes of trade, there is often a legitimate demand for a paint lower in price than a quality line. This problem must be disposed of on a basis of local conditions. Where insistent demand for a lower priced paint exists, it might well to handle a few of the popular colors. compromise with quality must, however, never be made, and the dealer who would be successful must make his stand on the basis of quality, for a durable finish on a house is a daily reminder of quality while price was only a momentary consideration. case the volume warrants only one line of paint, certainly that one should be a high-class, qualty line.

Handling the poorer line

Under no circumstances ought a second grade or price line be made a leader. It should be stored in the cellar or under the counter and never be placed on the shelf beside the quality line. Most of the demands for a price paint come from consumers who want only a small quantity, usually for a household purpose. A dealer can often meet this demand by carrying a limited line of colors in small cans—quarts, pints and half pints.

An Illinois dealer developed a rather ingenious method of meeting price and mail-order competition. He took one or two of the brands that the people in his community were buying from catalog houses, had them tested and found that they were decidedly inferior to his quality line. He then decided to tell the people about it. He



241,379 Gallons in Six Years

On the Dixie Highway at Milford, Illinois, Mr. Louis Schaumburg, proprietor of the Dixie Garage, has owned and operated a Wayne Honest Measure Gasoline Pump for the last six years. In that time he has sold through the pump 241,379 gallons of gasoline—more than 40,000 annually.

Wherever there is an established highway, whether for tourist travel or local use, you will find good possibilities for the sale of gasoline. The street in front of your hardware store is such a highway. Are you making the most of the opportunity which it affords?

Let us tell you more about the device which has sold such a volume of merchandise so economically. Bulletin 276-GH contains full information on this pump. Send for it.

WAYNE TANK AND PUMP COMPANY 786 CANAL STREET FORT WAYNE, IND.

San Francisco Office: 420-430 Fourth St. Canadian Tank and Pump Co., Ltd., Toronto, Ont.

An International Organization With Sales and Service
Offices Everywhere



HONEST MEASURE PUMPS

Measuring Storage Tanks Air Oil Burning Systems, Oil Filtration
Pumps From 20 to 20,000 gals. Compressors Furnaces and Forges Systems
Wayne Rapid-Rate Water Softening Systems. (Borrowman Patents)

had a billboard erected at the rear of his store, six feet high and twelve feet long, facing He secured the best south. painter in town, a man who had a fine reputation as a good painter and whose honesty could not be questioned. This man then painted one-half of the billboard with the dealer's quality paint and the other half with the price paint, and applied the two paints in exactly the same manner, at the same time and under exactly the same conditions. The painter than wrote a short letter, describing the steps of application in detail and swore to its truth before a Notary Public. dealer framed this letter and hung it in the paint department.

No difference at first

At the beginning there was little difference in the appearance of the two surfaces, excepting that in the case of the quality line, the paint went further and on careful examination showed that the film was smooth. even and free from After a few months, the price paint began to show the effects of weather much more readily than the quality section. vear there was considerable difference, and in two or three years the price section faded and began to chalk and disintegrate, while the quality section stood up very well. The difference was so great that even a person who knew nothing about paint could see it.

This board became a powerful argument in favor of the dealer's quality line. It was easy to show that the cost of paint

was only a small consideration, inasmuch as three-fourths of the cost of painting a home is labor. "Why use high priced labor on cheap paint that only lasts half as long?" the dealer argued. The dealer invited everyone to inspect his paint billboard and featured it in his advertising. It was a common occurrence for him to take a customer from his paint department out to see the board. It created a great deal of talk and headed off a lot of mail-order business.

Cheap paint and costly labor

Now let us consider briefly a few practical suggestions in selling house paint. First of all, every clerk should study the label. He should know what is in the paint, and exactly why each one of the ingredients is there, and what function it performs. He should know all about lead, its characteristics and functions, the action of linseed oil and why zinc has a value in most colors. Your manufacturer can supply a lot of this technical information.

The average paint manufacturer's color card is a regular encyclopedia of valuable information. Every clerk should study it carefully. He should be able, without hesitation, to give directions for the finishing of various kinds of wood, painted and unpainted surfaces. He should be able to specify the amount and kind of thinner required in each coat, and the covering capacity of the paint under various conditions.

Every clerk should frequently do some painting himself. It is

PENNSYLVANIA Quality LAWN MOWERS



A Message to the Merchant

PENNSYLVANIA QUALITY MOWERS will be advertised to the consumer in the leading national weekly and monthly magazines during the coming season as formerly.

Please note that each mower will be equipped with the new patented, PENNSYLVANIA, steel-braced handle bearing the "PQ" trade mark. This will identify the mower as "PENNSYLVANIA QUALITY," whether sold under the factory or jobbers' brand.



Digitized by GOOGLO

only by practical experience that he can acquire a first-hand knowledge and feeling of such terms as "pull under the brush," "flow," "spreading," "crawling" and "covering." The modern salesman acquires a knowledge of his goods by experience.

What makes paint complaints

Make it easy for your customers to buy paint. Help them to get pleasure out of painting. Be free and liberal with your service and advice, especially with women and amateurs. Don't forget that every time you teach a woman or an amateur how to use a paint brush, you make a new customer.

Never sell a can of paint unless you ask about the surface on which it is to be applied. Paint is never well sold until complete directions are given as to its use; 99 per cent. of all paint complaints come from the misapplication of paint and are due to no fault of the material Careful advice eliminate a large number of these complaints. Bear in mind that a dissatisfied customer most always blames the paint, and not his own shortcomings.

Make it easy for your customers to select colors. Wooden panels corresponding with your stock are perhaps the best samples from which to select. They must be kept clean and fresh, however. A dealer in New Jersey made a handy display that he used without disfiguring or discoloring, as follows:

He secured from the manufacturer colored chips about 2 inches square of every shade he carried in stock. Then he secured from a local picture framing establishment a gray cardboard, large enough to hold the color chips. He carefully pasted the color chips on the board. leaving one inch between each chip. In the interest of color harmony, he pasted the light shades at the top and to the left of the display, and the dark ones at the bottom and to the right. Beneath each shade he lettered the name and at the right, the appropriate trim. He then had the board framed with a regular black picture frame, but instead of using ordinary glass, he used plate glass to withstand the hard wear. This display serves as a hanger, but it can be handled continually without disfiguring or discoloring. It is reproduced on page 10.

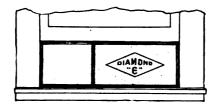
Summary

Now, by way of summary: a dealer should decide the location of his paint stock on the basis of merit-the volume of business and the opportunities for profit. In most stores, then, the paint department would be moved to the front, and in many it would receive the best location in the store. Efficient shelving will reduce the space necessary for the stocking of the paint and varnish. By stocking a short color line where sales possibilities are small, a medium color line where sales possibilities are somewhat greater, and a full line only where a large volume of sales is possible, the dealer keeps down his investment, increases his turnover and still gives entirely adequate service.

ANNOUNCING The New

DIAMOND "E"

Tresh Air Window Ventilators



EXCEPTIONALLY well constructed with a durable All Metal Frame, having a high grade Baked Enamel Finish.

Has Linen Colored Cloth of very high quality.

Will not break, fall apart, warp, rust or corrode.

Keeps out soot, dust, rain, snow and drafts.

Needed in every room in every house.

Diamond "E" Ventilators are made in five adjustable sizes.

(Note liberal ventilating space)

Height with Frame	Cloth Space	Adjustable Widths
No. 1 11"	914"	16 to 30*
No. 2 11"	91/4"	20 to 39"
No. 3 11"	914"	24 to 47"
No. 4 16"	14%"	20 to 39"
No. 5 16"	1434"	24 to 47"

Order from your Jobber or write or wire for prices to

BEH & COMPANY 1140 Broadway

New York, N. Y.

Sole Selling Agents for United States



When the boss passed the buck to his clerks

(CONTINUED FROM PAGE 32)

"I've told that to Ed more that once," declared Featherly.

"Sure," chuckled Sherman, "but that's all the good it does. However, Ed will look at the order differently if he knows strict account is being kept of the time it takes him to make deliveries, the amount of gas he uses for the truck and the cost of repairs. In other words, if Ed knows his job depends on cutting down unnecessary delivery cost, Ed is going to find it easier to remember to follow your orders and make snappy stops.

HERE are a dozen places where waste creeps into business and the surest way to oust waste is to form the whole store force into a thrift committee. Call the boys together and explain what you want. Then remind them that a week later you'll call a second meeting, when you'll expect them to be able to give some practical methods of pruning expenses. You'll get it, too. We've got a live wire bunch here if you'll just give them their heads a bit."

"The plan listens pretty good at that," agreed Featherly. "I remember it was only the other day that Oxner suggested a better kept stock book."

"Did you act on his suggestion?"

Featherly grinned sheepishly.

"Guilty," he conceded, "I intended to but forgot about it."

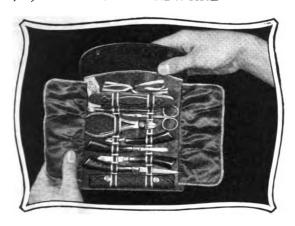
"There you are," Sherman retorted. "Oxner made his suggestion during business hours and you promptly forgot all about it. When you call a regular meeting to make a regular business of listening to suggestions, you'll pay the necessary heed to the boys' remarks and also put them into effect."

REED SHERMAN took a squint at his watch.

"I've got to shake a foot and get out to the farm. As far as the job of increasing business goes, we simply have to turn the old trick of making two or more sales sprout where only a single one thrived before. And there are ways we have known about, but haven't tried, to increase business. I'd go after the June bride trade."

"What do you think this is?" laughed Featherly, who was becoming infected with his partner's optimism. "Think we're running a ladies' furnishings shop?"

"No, but hanged if I could ever see where the hardware man ever got the idea that business could be had just by sitting down and waiting for it. Every store in other lines gets busy and goes out after trade. Why don't we? Just a few days ago my sister was laughing about a friend of hers that married and went to housekeeping. The wedding presents and family purchases furnished practically every room in the house but the



Remarkable Holiday Offer!

TWELVE best sellers in La Cross Manicure Sets at an unusually low outlay! An assortment planned especially to bring big, profitable Christmas sales. Sets for both men and women. All particularly appealing as gifts because of their completeness and attractiveness.

Every implement in every set is standard La Cross quality. The materials and workmanship are of the best. Each implement is adjusted with absolute precision.

The complete assortment costs you only \$35! Retails at \$62.50—with a profit of \$27.50—78% on cost and 44% on selling price!

A wonderful new display cabinet is also included in this big holiday offer! It's a distinctive, unusual display—no glass to break—samples and prices in plain view. Compartment in back for stock is labeled to correspond with numbers in front. This beautiful cabinet filled with La Cross nail files, tweezers and scissors—complete for \$20! Sells for \$43.40! 117% profit on cost or 54% on selling price!

Get your order in to-day! If your jobber cannot supply you, write us direct.

SCHNEFEL BROTHERS, Newark, N. J.



kitchen. The bride was a beginner at housekeeping and thought that a few pretty blue and white mixing bowls and spice boxes comprised kitchen equipment."

"They do have a limited idea on the subject sometimes," laughed Featherly.

"Well," Sherman countered quickly, "it's our chance to educate them and makes sales. I'd make up two or three lists of kitchenware: a real low priced, absolutely essential list; a medium priced and more generously selected one; and then a humdinger ideal kitchen. I'd advertise it to catch the eye of the June bride and her friends. Keep track of June weddings and put in a few tactful telephone calls for the young house-keeper.

She'll certainly have a warm place in her heart for the store that called her up and helped her when she was green at the housekeeping job. I don't see why the hardware store can't furnish wedding presents that are a sight more acceptable than half a dozen olive forks, or jam dishes or three or four bread plates.

"I'd send a list of household equipment and prices to every bride or engaged girl. Not only in June but throughout the year. A notice in the newspaper of a shower to be given for Miss So and So would mean that one of those lists was sent to the en-

gaged girl so that she might use it as a guide in making selections for her home.

"I tell you, Will, the hardware man doesn't deserve to get business if he makes no effort to go after it. What I suggested for the June brides I'd repeat with the other months in mind. I'd make definite selling plans for each month."

"JUNE is the easy month for a scheme like yours," Featherly commented, "but that still leaves eleven months to be taken care of."

"I'd use every one of them. I'd fill each month with intensive selling effort," declared Sherman. "You know when the slack season occurs in the store. If you don't know, you can easily find out. Our sales records will show when we do a peak business and when sales slump.

"I'D MAKE A CHART OF SALES FOR THE PAST FIVE YEARS. THEN WHEN I FOUND WHERE THE SLUMP CAME I'D HOP TO IT AND PUT ON A SPECIAL SELLING CAMPAIGN TO SPEED UP BUSINESS DURING THAT RECURRING DULL TIME IN THE STORE."

"Why the chart?" Featherly wanted to know.

"Because a pictured or charted statement drives home the truth a great deal more effectively than just a written statement or a column of figures," stated Sherman. "After

Why Not Install





in Your Home Bathroom?

It will cost you very little at our "Special Offer" price and then you can readily understand the sanitation and economy of this cabinet service of toilet paper.

If you have a white bathroom, your family will no doubt prefer the attractive cabinet shown above. Otherwise, you may choose the nickel finish.

Each type of cabinet holds 1,000 interfolded sheets of fine tissue, operates automatically and delivers consecutively just two sheets at a time.



NEW YORK, U.S.A.

Please write us on your business letterhead or give us your store address for information about this Special Onliwon Home Offer.

A. P. W. PAPER CO.

Department B

ALBANY, N. Y.

you've seem a picture of your sales line dropping about the same place every year you'll begin to believe that that break in the line marks the exact spot where you had better get busy making sales sprout."

Featherly nodded thoughtfully. He hadn't paid much attention to the sales charts suggested in his trade journals, but when the plan was talked over it did seem to have points to recommend it.

"A hardware store is fortunate in one respect. The men's furnishing store or the woman's ready-to-wear shop has a limited field for selling effort. But the hardware store," grinned Sherman, "can stage business campaigns that will appeal to men interested in hunting gear and tools; to women because they are vitally interested in house-hold equipment, and to the youngsters who yearn for athletic paraphernalia.

BECAUSE the hardware store has a diversified stock it should be quick to hitch up with big days in town and the social activities of the various groups in town. I'll grant that a baking goods sale is something of a nuisance, but it pays to give over the necessary space to the woman's club that desires to put on such a sale. For the canny merchant will take that occasion to display the latest and most attractive articles in the culinary line.

"Maybe some lodge is holding a convention in town. It will be

a bother to offer them the store as an information bureau for the duration of the convention, but it will be a good time to stage an attractive automobile accessory display. The men attending the convention often come in their cars; they will appreciate the store's information bureau, and will get interested in merchandise displayed.

"A MEETING of Boy Scouts, a basket-ball tournament, everything that goes on in our town can be tied up with our store. They say that a reporter with a nose for news can even find something in a dog fight, that will work up as news.

"Well, I believe that a business man who keeps a weather eye on his home town will find innumerable occasions when he can hitch up his store to town doings by means of special sales and selling campaigns. And that policy not only increases business but it places the hardware store on the basis of being something more than just a roofed over place to keep saws and lawn-movers."

Sherman straightened in his chair and began rummaging in his desk for his old brier pipe. He tamped it full of his pet brand of villainous tobacco. When it was drawing well he rose.

"You see what you let yourself in for when you got a quiet man to blatting," he drawled. "How many times a year do you suppose you lose sales in this place that you call a store?"





The World-Famous Line Includes

"Girlcycles" "Boycycles" "Pedi-Cars" "Cyclets"

"Pedi-Cycles" Etc.

Built Like Bicycles

Tubular Steel Bicycle Frames Bicycle Enamel (Redient) Bicycle Finish

Tangent Bicycle Spokes

1-inch Cushion Rubber Tires Ball-Bearing Wheels Bicycle Handle Bars Heavy Rubber Grips Ball-Bearing (Rat trap) Pedals

with Rubber Tread

Catalog and prices on request—please state name of your jobber.

STEINFELD, INC. Best libutors 116-120 W. 32d St., NEW YORK "Holy Moses, I don't know." exclaimed Featherly. "No more than other stores, I suppose."

"No, probably not, but—"
Sherman handed him a dose of his own doctrine, "you said you wouldn't be willing to scratch your hide off without looking for a remedy. Well even if the other retailers are willing to lose business on repeated 'lost sales' we might do well to find a remedy. When you call the fellows together for the meeting to cut down expenses. it might not be a bad idea to ask for suggestions for getting more business."

"We can stand all they can bring in," grunted Featherly. thoughtfully.

"Then," countered Sherman quickly, "why don't you find out why the salesmen lose these customers. Is it because the price of our merchandise isn't right? Is it because we do not carry a big enough variety? Or is it because we do not make enough and sufficiently consistent effort to find out just what are the business prospects in the district and just what kind of merchandise they would be interested in?

TO hark back to my farm a second. I quit growing certain kinds of black raspberries because by keeping a careful record, I've found my customers did not care for black raspberries. The ready-to-wear buyer in a small town does not load up with elaborate afternoon dresses when there is no social life in town to warrant them."

"Well, I think it is a good thing to buy hardware stock with the query in mind, 'How will that pull in this town?' I think it would pay to have the salesmen find out and record the sales they missed fire on and why. Those lost sales ought to swell our business profits, for the salesman uses nearly as much time with the customer who leaves without a purchase as he would with the customer who buys.

"T HAVEN'T said anything L about quick turnover of stock," said Sherman. "You know that as well as I do, and I've got to beat it now. But take my word for it, Will, there is no use trying to settle this question by yourself. Call the whole store family into the conclave. Let each one make a suggestion and get off his chest any good idea that has been roosting there waiting for expression. I'll bet you'll find they can tell you a lot of things vou never suspected about your business. know how you come out. long."

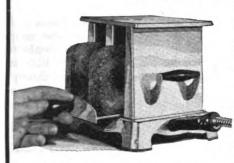
"I'll do that, Reed. So long."

Long after his partner had gone, Will Featherly sat thinking things over. He could see plenty of sense in the suggestions and determined to give them a good trial in the store and to watch results.

He held the get-together meeting at his house. After a good steak and French fried the boys listened to his plan and accepted it enthusiastically.

DOUBLE ACTION PRODUCTS

Double Action Toaster Toasts Two Slices of Bread, on Both Sides, at the Same Time



The Double Action Toaster by toasting both sides of the bread at the same time conserves the natural flavor and goodness of the bread. To operate it, you simply pull out the slide, put your bread in place and push the slide in.

The completely enclosed body presents entirely new and naturally more practical toaster construction. It is not put together in the ordinary way but special and unusually high grade construction
The beautiful, symmetrical lines attract attention at опсе

DOUBLE ACTION HEATER with Concave Element

The Double Action Heater is so attractive, handsome and far removed from the commonplace that it is pronounced the most beautiful electric heater on the market. The graceful curved line of the body, the black satin finish against the white nickel trimming presents so pleasing an appearance that it produces an extraordinary sales appeal.

Because of the concave construction of the element and the body. every bit of air entering through the bottom of the heater is forced to pass over the heated wires while reaching the top of the e'ement, at which point the air is super-heated by the network of wires covering the entire top of thus producing element, double action.

Double Action Products have a large margin of profit and will be a boon to your Fall and Christmas business.

> Write today for further information



BEST STOVE & STAMPING CO. DETROIT, MICHIGAN

"And," Featherly wound up the discussion, "next Wednesday night we'll get together again and I'm depending on every man to bring a hint to cut expenses, or a method of getting new business. I'm looking for stunts that will bring results."

The discourse had been tactful enough but not a man there but realized that from now on to hold his job with Featherly and Sherman, a man had to do something more than wrap up the article customers asked for. He had to use his head and his knowledge of salesmanship—and sell.

The following week the Featherly and Sherman Hardware Store received the most microscopic inspection of its life. Every sale, every transaction in the store, came in for hawk-eyed scrutiny. The result was noticeable in the reports at the meeting.

ONE salesman recorded three calls during the week for a washing machine that was not carried in stock. It was a make no better or more serviceable than the one carried by the store, but the competing machine had the bulge of good national advertising. The salesman's record showed the necessity of giving a bit of publicity and selling effort to the store's make of washing machine.

The repair department reported loss of time and waste from improper care because of mislaid tools. The needed wrench was never where it could be found just when it was wanted most.

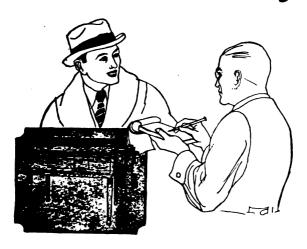
The suggested remedy was that a tool rack be built on a side wall; that each tool be painted in silhouette with white paint on a black board. In that way when a tool was taken from the rack its absence was immediately noted, and it reminded the worker that if he had finished the job and was through with that particular tool, the next cue was to replace it over the silhouette on the rack.

AT the end of the day a quick glance at the board made it possible to see at once which tools were missing. It would be the work of a few seconds to round up the missing tools, put them in place and have every thing shipshape for the following morning.

An inconveniently placed display rack made the salesmen take a roundabout way to the cash register. It meant wasted time and effort. It was decided that it would be well to move the display case six feet forward and thus give a clear path to the cash register.

Jed Barker, born and reared on a farm, knew and appreciated the farmer's point of view. He called the attention of the meeting to the fact that the store got a lot of business from the surrounding agricultural district. The sales usually included several articles, not just a single purchase as was apt to be the case with the town shoppers.

"I want a Buckeye"



Buckeye Incubators and Brooders are known for their faithful and profitable performance in practically every corner of the United States and throughout the civilized world.

More than 10,000 dealers handling the Buckeye line recognize the tremendously profitable advantage of handling a known product of established merit, selling in big volume and already in use on more than half a million farms.

The complete line comprises Buckeye Incubators in all capacities from 65 to 600 eggs. Buckeye Brooders reduce labor, operating expense and make three chicks grow where one grew be-

We protect your selling territory

The Buckeye line offers by far the most profitable franchise, backed by strongest selling helps and a big advertising campaign. Write today for full details of the Buckeye agent's proposition.

The Buckeye Incubator Company 1001 Euclid Avenue Springfield, Ohio

World's Largest Manufacturers of Incubators and Brooders

Buckeye Incubators and Brooders

When the farmers came into town they usually brought an accumulation of wants. They had long shopping lists which could be sold to them in little more time than it took the salesman to make the single smaller sale of the town dweller.

"So," Jed finished his argument, "it seems to me we would be wise to make a special effort to land ALL the farmer trade we can get our hands on. Anything that would bring them to the store would help us to do that."

The boys agreed with that but they were from Missouri and wanted a hint from Jed as to how he was going to do it.

"Have a bulletin for the farmers," Jed informed them. "We have a small blackboard back in the office that could be cleaned up and moved to the front of the store just under that jut of the stairway. The farmers could use that board as a bulletin to advise their friends of appointments and so on.

"IF Cy Peterbrandt wants his wife to meet him at Plympton's at twelve-thirty he can jot that down on the bulletin board. On a twin board beside this we could jot down special sale items and prices featured for farmers' day. We can kill two birds with one stone, get the farmers' good will and quote them attractive prices that will bring in new business.

One of the younger salesmen suggested that there was no reason why hardware salesmen should be dirty. He suggested the selling force spruce up a bit.

There were plenty of hints and suggestions at the meeting. A few, to be sure, impressed the boys as too idealistic and impractical, or requiring an outlay of capital not warranted by probable returns, but most of the suggestions hit wasteful nails squarely on the head.

Featherly was jubilant and the sales force had acquired a fine increase of selling enthusiasm. They began to develop a rivalry in making sales and cutting expenses.

The whole question was not discussed by the partners until two or three weeks after the second get-together meeting. Then Featherly came across with a full and glowing report.

"Reed, your idea worked like a tonic," Featherly declared. "For a silent partner you are some successful spieler when you once unwind."

Uses black cards for all signs

Instead of using white cardboard with black letters, as is the usual custom, a hardware dealer uses a black card with white letters. He finds that this saves him a great sum of money each year on cardboard, and moreover, the signs always look clean. This applies with telling force to the signs he uses on counter trays, as spots and strains are not noticed on the black board, whereas white shows up every little blemish.

You'll Sell More Chains





Because These Chains Last

Lay in a stock of McKay Tire Chains—The Better Black Chains in the Red Band Bag. Display them in your window—identify yourself as a McKay Distributor—and you'll sell more tire chains than ever before.

You'll get the cream of the business of the motorists who are buying tire chains for the first time. But you'll get more than that. You'll sell the motorists who are dissatisfied with ordinary chains.

Sell McKay Chains and you'll get all this extra business. For McKay Chains completely fill the need and the demand for better chains. They last—they stand the gaff—and the public knows it. McKay Chains are not only harder than ordinary chains—but tougher as well. And it's their remarkable toughness that makes them last longer. Yet McKay Tire Chains cost no more.

Full page advertisements will be used every month in The Saturday Evening Post and Country Gentleman to create a demand everywhere for McKay Tire Chains. Display these chains in your store and tie in with this great national force.

You'll be interested in the Mc-Kay Proposition Book. It tells what we do to help you. Write for a copy today.

UNITED STATES CHAIN & FORGING COMPANY Union Arcade, Pittsburgh, Pa.

Makers of Chains for All Commercial and Industrial Purposes
Plants at: York and McKeo's Rocks, Pa.; Columbus and Marietta, Ohio; Huntington, W. Va.

MCKAY TIRE CHAINS

The Better Black Chains in the Red Band Bag



Hunter starts a battle royal in Hazel Hill

(CONTINUED FROM PAGE 44)

gence, honor, and personal integrity. But I laughed at such an idea, telling him that that kind of persiflage went out of style along with fighting duels.

It seemed that Chestnut wasn't a regular devotee to printer's ink. He only indulged in a spree of advertising at rare intervals. He'd been on the wagon as regarded an ad for several months.

Among the articles featured in our first effort were tenquart, enameled kettles, sale price \$1, dishpans at 90 cents, and combination garden hoe, rake and weeder for six bits. We also quoted regulation, galvanized barbed wire at three plunks the spool of 80 rods.

THE paper carrying the ad appeared on Wednesday afternoon, Business responded nicely on Thursday. Ten-quart kettles for preserving and canning have the same appeal to a housewife that a ripe cherry has to a robin. Women came in pairs and bunches. Once or twice the Elite presented the appearance of a 10-Cent Store bargain crush. By three o'clock we'd cleaned up on kettles and dishpans and sold a few pounds of nails besides. Meanwhile one or two farmers had come in to buy barbed wire, and we'd moved several combination rakes and Tidwell was well satisfied with prospects so far.

Friday's paper contained a bomb from the enemy dugout.

Chestnut had abruptly roused out of his long silence. woke up pugnacious, too. In a half-page ad in the Herald, he slashed the prices of ten-quart kettles, dishpans, barbed wire. and combination weeders something fierce. Kettles we'd sold for \$1 he offered for 75 cents and other commodities in proportion. He also announced a few new items into the controversy. Three-piece carving sets at 50 cents, lawnmowers for \$2.98, and fly-screen-wire half-price, were among his offer-

Tidwell commenced to puff and snort. "I'll show him! I'll make him sick of it before he's through," he yammered. "I'll teach the scoundrel a lesson—"

I was surprised to see how seriously he felt about it. Looked like there was latent bad blood between the two. A thing there's no foreseeing the end of, once you let it get to going good.

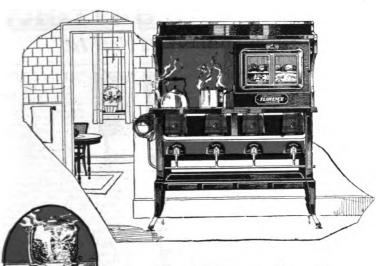
"Tut-tut, old timer," I soothed.
"Don't get fussed up, now.
When a man gets excited he
can't shoot straight. Let me
handle this advertising campaign till you cool off a little."

"WHAT! Let that weasel insult me and not come back at him. Not much. If he's looking for trouble, he'll get all he wants. You fix up an ad like I say, young man—"

There's where I slipped. I should have stood pat on the safe and sane side. But I didn't. I let him have his way and the fat was in the fire. Reprisals aren't

(CONTINUED ON PAGE 80)

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More Heat Less Care

Note how the heat reaches up and is directed close up under the cooking by the powerful 12-inch burner.

Is That So?

HEN a person tells you something interesting you say, "Is that so?"

Maybe you believe it and maybe you don't.

When you see something, you know it is so. Same with your customers. That is why so many dealers are making a nice profit selling Florence Oil Cook Stoves. They fill one with oil and let the customer light it—turn the flame up and down—and see for herself that it is a stove she would like to have in her own kitchen.

Our magazine and newspaper advertising has been telling her that she has this privilege.

Write for prices and portfolio of advertising that is not just promised—but has actually run in the papers and magazines this spring and summer.

The Florence Portable Oven is so popular for use with all makes of oil and gas stoves that dealers make a separate item of it. It has many exclusive features that make it sell easily.

CENTRAL OIL & GAS STOVE COMPANY

370 School St., Gardner, Mass.

Makers also of Florence Tank Water Heaters and Florence Oil Heaters

FLORENCE Oil Stoves & Ranges



RED SEAL BATTERY

Contest Starts Nov. 1st

There's still time for you to cash in on the bigRed Seal Battery Contest.

N October 2 1st a big smashing full page in the Saturday Evening Post will announce the Red Seal Battery Contest to the Public. All the leading radio publications this month and next, will inform the dved-in-the-wool radio fans about this unique opportunity to win the \$725.00 Radio Receiving Set installed free in their home, ready to "listen in."

How about you? Are you ready to cash in on this biggest battery sales drive ever launched by any manufacturer? Have you sent in your order for the contest window display material? Don't delay one day longer! Make up your mind to be "Contest Headquarters" in your neighborhood. Send along the red coupon below if you haven't already ordered.

A Double Chance for You to Win A \$725.00 Radio Set

Never has there been a contest like this one! In the first place it ties right in with the most popular topic of the day - Radio. And then, there are the two ways possible for you to win a prize:



THE PRIZES 1st Prize

This cabinet type complete Radio Re-ceiving Set is one of the finest and most up-

the finest and most upto-date receiving sets
on the market. It is
designed and manufactured by the Colin
B. Kennedy Company
of San Francisco and
St. Louis, makers of
the finest type of radio receiving sets. The cabinet is walnut and stands 58 inches high—a masterpiece of cabinet making. The receiving set is
regenerative, having an effective range from
175 to 25,000 meters—400 to 600 miles on "broadcasting." Contained within the cabinet are all
batteries, "Homeharger" Battery Charger and a
Magnavox Loud Speaker with special horn. This
outfit will be installed free in the home of the
winner anywhere in the U. S. Value complete,
\$725.00. \$725.00.

2nd Prize

This radio receiving outfit is complete in every detail. It consists of the Westinghouse R.C. Receiving Set and Western Electric Loud Speaker, "Tungar" Battery (B" Batteries, one Manhattan, 3,000 ohm Headset, 3 yacum thus 2 telephone

vacuum tubes, 2 telephone plugs, and complete antenna equipment—a total value of \$408.50.

3rd Prize

A complete receiving outfit made up of the well known Grebe CR — 9 Regenerative Receiver with 2 stage amplifier, Magnavox Loud Speaker, Storage Battery, "Homcharger" Battery Charger, "B" Batteries, one Manhattan 2,000 ohm

Headset, 3 vacuum tubes,

2 telephone plugs, and complete antenna equip-ment—a total value of \$256.50.



50 Other Prizes

To 50 other contestants whose answers the judges decide are meritorious, will be given one of the famous Manhattan 2,000 ohm Radio Headsets. These Headsets are built with the precision of a watch and have great sensitiveness and high amplifying qualities.

Double Your Chances of Winning a Prize

Enter both contests. Double your chances of winning one of the complete Radio Receiving Sets described above.



Makers of the Famous Red Seal Dry Batteries

CONTEST-Nov.1st-Nov.15th



Are You Ready?



This 6 Color Window Display
Makes Your Store "Contest
Headquarters"

It ties right up with the full page advertisements in the Saturday Evening Post and all of the popular radio magazines that millions of people will read. Advertising makes people think. Windowdisplays make them buy. You reap the reward in bigger sales and chances for winning a prize. The display is a self-contained unit that sets up like an easel.

Simplicity of the Contest

To enter the Red Seal Battery "finishthe-sentence" Contest it is only necessary to complete the following sentence in not more than 10 words:

"The Red Seal Battery is best-

- 1. because it is the all-purpose battery and
- 2. because_

Any one can enter. Every one has an equal chance.

The judges of the Contest are: Mr. LlewSouie, Editor of "Hardware Age," New York, Mr. Howard A. Lewis, Manager of "Electrical Merchandising," New York, and Mr. Joseph A. Richards, President, Joseph Richards Co., Inc., Advertising Agents, New York.

The names of the winners will be announced in the Saturday Evening Post us soon as possible after the judges have rendered their decision.

Send the Red Coupon Today. Boost the Contest and you boost your sales

1: You can enter the Red Seal Battery "finish-the-sentence". Contest for the general public.
2: You can enter the Window Display" Contest open only to dealers like yourself. You simply submit a photographof your window after you have set up the Red Seal Battery Contest Window Display which we will send you FREE. Prizes identical in character with those for the public will be given for the best windows as shown by photographs submitted to us.

Sign and mail the red coupon today. The Red Scal Battery Contest gives you the biggest opportunity you ever have had to boost sales. Opportunity is knocking—now grasp it.

Make your store "Contest Headquarters" in your neighborhood. Suggest to your customers that they purchase Red Seals for renewals. New customers will buy Red Seals to see what it's all about—and with the public in a buying mood—your sales should jump all along the line.

New Dealers.

Since the first announcement of the Red Seal Battery Contest, new dealers everywhere have stocked Red Seals Have you? Get in touch with your jobber by mail, phone or wire.



Makers of the Famous Red Seal

Red Seal Dry Batteries

G. H. 10-22

MAUSER Pistols &

Write us today and get particulars about the following fast-selling lines:

Long Barrel "9" m/m Luger

MAUSER Rifles and Pistols LUGER Pistols SIMSON Rifles (22)

Imported Revolvers
Shot Gun Shells
Holsters

IMPORTED AMMUNITION
"STOEGEROL" (Gun Lubricant

and Solvent)
Field Glasses

Genuine

Waffenfabrik

Mauser 30-'06

Drawing Instruments

Optical Goods
Compasses

Hunting Knives
Shell Belts

Luger and Mauser Firearms are known thruout the world. All you have to do is to let folks know you handle these popular lines of rifles and pistols and they'll sell rapidly.



Say you saw it in GOOD HARDWARE



Mauser Combination Pistol and Carbine You can't afford to neglect the This is the MAUSER
"25" Vest Pocket Pisprofitable field

tol. A new and important addition to this well-known line. offered by Mauser Sales.

We carry a full line of Mauser and Luger Repair parts always in stock. This feature will prove the utmost importance in helping you sell Mauser and Luger firearms.



If you don't know the Luger line write us and we will give you some interesting facts about it.

A.F.STOEGER

608 West 49th St., New York Sole Authorized Importer for U.S. and Canada



ANNOUNCING

the NEW COLUMBIA STEEL CASE "HOT SHOT" BATTERY—the GREATEST STEP FORWARD in the BATTERY INDUSTRY SINCE the INVENTION of the ORIGINAL COLUMBIA "HOT SHOT"

The new Columbia <u>Steel Case</u> "Hot Shot" Battery is a sensational improvement in an ignition battery for gas engines, tractors, motor boats, and non-self-starting Fords. The most attractive as well as the most effective battery on the market. Beautifully colored lithograph label baked on the steel.

Some Points of Superiority

Super-Durable—constructed to withstand the roughest service

Waterproof—unaffected by exposure to the elements

Unbreakable—full service and life assured through protection of the battery by the steel case

Costs No More Than Fiber Case Batteries to trade and consumer

Steel Case "Hot Shot" No. 1461 is the size universally popular for ignition. It is the first we are making in the steel case. Other standard sizes of Columbia "Hot Shot" Batteries will be made in the steel case as fast as practicable.

Your Jobber will take care of your orders as usual

Atlanta, Chicago, Cleveland, Kansas City, San Francisco



(CONTINUED FROM PAGE 72)

in it with a price-cutting war between two rival store-keepers of the old feudist school. It's "leap and look back," and "devil take the hindmost."

S O we slashed the price of kettles to 50 cents and dishpans to a quarter. But we didn't stop there, oh, no. We ran a list of commodities and a price-column, as for example: Horn-handled Carving Set, Others' Price 50; Our Price 30." There were a dozen or more items in the list. It must have been mighty galling to our opponent. The more irritating it was, the better Tidwell liked it, I guess. But meanwhile trouble went out of its way to find us.

No sooner had that ad appeared with its drastic cut in the price of dishpans and enameled kettles than a couple of snappyeyed feminine customers darkened our front doorway. They carried a kettle apiece. Tidwell gingerly sidled forward.

"We've just been reading your ad in the paper," one said. "We bought these kettles here last Thursday. Paid a dollar for 'em. Then the other store advertised 'em for seventy-five, and now you're selling the same ones for fifty cents. We want our money back, or else another kettle for nothing."

Tidwell cleared his throat and essayed the hardest task known in logic—the job of convincing an angry woman that she's faulty in her reasoning. He accomplished it—like Kelly did. He was licked before he started. To save his hair, finally, he gave

one fair customer an extra kettle, and the other her dollar back. Talk about advertising! Printer's ink is slow compared to wagging tongues. They came in droves to get back their dollars or a second kettle. Tidwell gave 'em their choice and came through like a lamb. But there was some consolation. We could see others beating it back to Chestnut's with purchases, too. They'd get their six bits back and come over to our joint and make a clean saving of two bits. It all sure buzzed up business in Hazel Hill.

But it made a wild man out of Thaddeus Chestnut. Newspapers were too slow for him after that. He wrote great lists of bargains on his front windows with soap. Tidwell hired a cheap boy to go copy 'em off and then he proceeded to knife competition by placarding the same commodities at a reduction.

THE war was on.

A Slashing the prices of stewpots and dishpans was a mere crifle to what happened when the two commercial adversaries got going right. They soon began to carve the margins off of staples like nails, hinges, locks, sash-weights, and all manner of building-supplies to say nothing of all kinds of tools and accessories. The madness presently spread to stoves, washing-machines, fireless cookers, wind-mills, and heating-plants.

It was Chestnut who first thought of the idea of giving a pair of shears to the lady or a two-bladed pocket-knife to the

Make Your Counters Talk

RESS your counters attractively and they will speak in no uncertain terms; sales will increase and profits pile up

Take a section of a counter, group your small wares attractively and watch the sale of this class of merchandise grow.

DOMES OF SILENCE

"Better than Casters"

famous Steel Slides for furniture legs, sell on sight. They are packed in attractive counter display cabinets (illustrated below). These cabinets are designed to help sales; that they do so is evidenced by the thousands of merchants who constantly use them.

Domes of Silence are made in six sizes: 3/4 in., 1/2 in., 5/8 in., $\frac{3}{4}$ in., $\frac{7}{8}$ in., and the extra large $\frac{1}{8}$ in., and are packed in two styles, assorted or straight sizes.

> Assortment D-19 (as illustrated) Costs you \$3.00—retails for \$4.80

Contains 1 dozen sets each ½ in., 5% in., 34 in., and 7% in., sizes (1/3 gross sets). Straight sizes are packed 1/4 gross sets of one size in a display box for \$9.00 per gross sets, except the 11/8 in. size, which is \$13.50. Order by sizes, or if small assortment is desired, order assortment D-19.



man, whose purchase of other goods amounted to a dollar. Tidwell retaliated by giving 'em two pairs of shears or two knives.

WHEN the battle fury got into the department of woven wire fencing, pumps, incubators, and galvanized metal poultry paraphernalia—I mean the paraphernalia was metal, not the poultry—buyers from the outlying environs began to make Hazel Hill a rendezvous,

Every now and then I'd wake up with a start in the middle of the night and wonder what was going to be the outcome of the orgy of price-slashing. It had already become a massacre of profits, but Tidwell and Chestnut didn't let a little thing like that dampen their blood-lust.

"I reckon I'll never have a better chance to teach that skunk up the street a good lesson," Tidwell growled in answer to my solemn remonstrances. "I'll make him sick of it before I let up, I'll betcha."

"Both of you birds remind me of the guy that said, 'I'll get my nose between your teeth and I never will let loose, by jupiter!" I commented. "Hazel Hill is due to enjoy a double-header in bankruptcy if the pair of you keep on."

"Let him quit his dirty work, then!" roared Tidwell. "He started this row. Write up an ad for tomorrow's paper, son. Just say we'll sell anything in the store for half what anybody else is asking for it—"

I made pointed remarks about

his sanity, but the excitement of competition seemed to have me addled too. Business was mighty rushing. Every day was like circus day in Hazel Hill. What my man and his competitor didn't sell for a song they gave away for nothing. It was some shambles of merchandising, and the public didn't overlook any bets. It was one time when the poor, unfortunate consumer found easy picking.

Our announcement that we'd sell for half of anybody else's prices stirred our rival's fighting blood to the boiling over point. He had dodgers printed and scattered broadcast stating that he'd sell, at 20 cents on the dollar, everything from cellar to roof comprising the only real hardware stock in town. Tidwell simply gnashed his teeth. He was so mad he couldn't spit straight, much less think.

"WELL, now what'll I do?" he yelped. "You're supposed to be a business doctor, why don't you suggest something? Didn't you claim to be an expert fixer? Isn't this your kind of work?"

"I didn't claim to be an alienist," I retorted. "You ought to consult the main squeeze in a nut-works. I don't claim to furnish dreams for the bughouse—"

"Yes, but what am I going to DO?"

"Well, why don't you buy the fellow out at his price and eliminate him entirely?"

"Dicker with that polecat?" Not I. I wouldn't speak to him—"

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NEW REDUCED PRICES

HORSESHOE BRAND CLOTHES WRINGERS

Have These Exclusive Features

1 - Only wringers shipped in cartons.



Keeps wringers in perfect condition. Wringers never become shopworm.

2 — Only wringers with patented rust-proof rolls.



Will not stain clothes. Will not break buttons.

3—Only wringers with rust-proofed steel ball bearings.

Photos show HORSESHOE BRAND bearings and bearings of another make after immersion in water for one week.

Horseshoe Bearing Ordinary Bearing (Water perfectly clear) (Water clouded by rust)

◆ — Only wringers approved by Good Housekeeping Institute



The highest endorsement by the greatest authority on household devices in the world.

5-Only wringers that give "UNIVERSAL" satisfaction.

Made and guaranteed by the

AMERICAN WRINGER COMPANY

WOONSOCKET



RHODE ISLAND



Sales to date over 160% of 1921 for same

192

Say you saw it in GOOD HARDWARE

"I meant have your friends grab his stock on the sly. Twenty cents on the dollar ought to be a good buy. You could replace some of this stuff you've been giving away the last two weeks."

"Egad, that's an idea, if I could do it without him knowing it," he said. "I wouldn't want him to think I'm scared of him—"

I T was easy to arrange the practical execution of the scheme. Tidwell had friends and followers who would serve as his secret agents. These were called into clandestine conclave. and instructed. By noon the next day, which was Friday, the coup was accomplished. All the dravs in town were mobilized, and our hated rival's place of business was duly emptied of its contents. The stuff was stored in various barns and woodsheds for the time being. swore by all the wild-eyed gods of feudland that he wouldn't have his enemy know of his connection with it, for no money at all.

Quite a load was lifted off my chest. That is, it was lifted until the *Herald* came off the press about supper time. I skimmed through the local items casually. One news note gave me something of a jolt. It stated that "our esteemed fellow-townsman, Thaddeus Chestnut, had suffered a windfall." He had inherited an estate from some defunct relative or other amounting to large round numbers to about \$100,000. And so forth and so

on. The inheritee was making his plans to remove to a distant state, it concluded.

A little groggily I skimmed through the ads. Chestnut had his regular space taken up with a card of thanks extended to his many friends and customers of long standing. He shook his hands with 'em all in spirit, he said, and wished 'em well. He was much obliged for their loyal support in his recent endeavors to close out his stock of goods regardless of price, with the least possible delay. In conclusion he expressed large appreciation of the fact that "the final leavings of his stock had been purchased -through different representatives of a certain other so-called hardware merchant in Hazel Hill-to embellish the run-down and out-of-date store of our more-or-less would-be competitor."

COGITATED solemnly upon the odd quirks of life and the uncertainties of business in the Far West, to say nothing of the Near West. To the best of my approximate impromptu calculations, Tidwell was where from a thousand to five thousand dollars in the hole on My pro his month's business. rata was figured on profits, not And that ad would drive Tidwell berserk. I paid my score at the hotel with a bored air. Then I wearily repaired to the public automobile caravansary and got out the Blue Bug. I didn't linger for a last look at Hazel Hill. I faded away-in the cool of the evening.

Let Thomas E.Clark help you with your Radio Sales

Thomas E. Clark, during 22 years in radio has established an enviable reputation as a radio engineer. Among the things which have gained him prominence are: America's First Radio Exhibit, 1903; manufacturing radio sets for U. S. Army and Navy, 1904; designed and built set for America's First Radio Tour Car, 1922; designing and consulting engineer, installation of Detroit News Broadcasting Station, one of the largest in the United States.

Thomas E. Clark, surrounded by a corps of highly experienced and able radio engineers, is designing, manufacturing and selling radio sets. Mail coupon to-day and get full particulars about Tecla Radio Sets and their distribu-

Tecla Sales Plan will interest you.

TECLA COMPANY, Inc.

Thomas E. Clark, Pres. "In Radio Since 1900"

1507 CASS AVE.

DETROIT, MICH.

Gentlemen:	
Please send me complete information regarding	your
Dealers' and Jobbers' proposition on Tecla Radio produ	icts.
Name	
Address	
Town or City	
STATE	



THE DELINEATOR

Means More to Retail Merchants Than Any Other Magazine In America

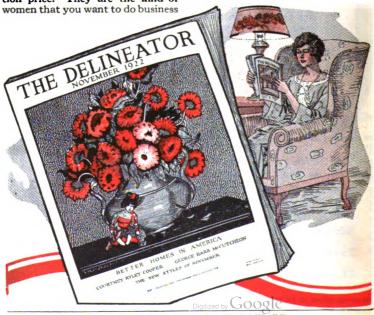
THE DELINEATOR is working with you all the time to help you get the business of the people who spend money freely and who pay their bills promptly. Every month it is making people want the goods that you have for sale.

More women subscribe to The Delineator than to any other woman's magazine in America selling at The Delineator's subscription price. They are the kind of

with—the kind that can afford luxuries as well as necessities.

The Delineator has the greatest quality circulation of any magazine in America.

To the merchant who wants the business of the best families in town The Delineator is the most important magazine published today. He can bring business to his store by featuring goods that are advertised in its pages.





Big circulation among the best people in town means big business for the merchants who carry goods that are advertised in *The* Delineator.

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But The Delineator has another advantage that is possessed by no other magazine. It has barred out all mail order advertising. Where other publications turn hundreds of thousands of dollars to New York or Chicago mail order houses The Delineator sends its readers into retail stores to buy.

Feature goods advertised in The Delineator. Play up the merchandise that people already know something about. Bring them into your store. Remember that a great many sales are actually made in the home—the orders are filled in the stores of the merchants who carry goods that are advertised in The Delineator.

Your Business Allies

The manufacturers who advertise in *The Delineator* are making sales for merchants who stock their products. Here is a partial list of goods advertised in recent issues of *The Delineator*:

Liquid Veneer Mop
O'Cedar Polish
3-in-One Oil
Sani-Flush
Kirsh Curtain Rods
Pyrex
Hoosier Kitchen Cabinets
Bissell's Carpet Sweepers
Le Page's Glue
Mirro Aluminum
Tirro Mending Tape
Luxeberry Enamel
Star-Rite Electrical

Necessities
Bradley's Games
Dennison's Products
Hartshorn Shade Rollers
Black Silk Stove Polish
Gendron Vehicles

Whenever you think of magazines—whenever anyone speaks to you about advertising, remember that The Delineator is the greatest friend and the strongest partner that a retail merchant has.





There's a real reason why

PARKE, DAVIS & CO.

uses I. C. U. Polishes. It's because they make good. That's why it will pay you to push I.C.U. Customers come back again and again, for the quality is always the same. If you're not handling I. C. U. Profit Makers, you are letting good sales get away from you.

Send for Sample Can

and I. C. U. "family album" showing all our quick turn-over members. New cars are coming out with more nickel than ever before. Get a sample of our Nickel Polish also.

THE LIVINGSTON CO.

Div. G New Haven, Conn.



What some dealers have done to sell roofing

(CONTINUED FROM PAGE 26) labels on them. These told what kind of roofing it was, how long it would wear, what it cost, and so on.

There was nothing very new about sampling the roofing, and he could have had samples from us, but these samples were of odd shapes and sizes and they were much larger than any manufacturers' samples are likely to be. He addressed them on one side with crayon and stuck them into the post office just as they were, without envelopes. The roughness of the plan was what commended it. It attracted attention, and he followed it up, getting the trimmings from each roofing job and making them help him to get other such jobs. He kept a stream of samples going out.

Testimonials helped sales

I found one dealer who was getting the business by securing good testimonials from property owners who had used his roof-Those who had given enough test to speak for its durability emphasized that feature. Others who had just put on the roofing spoke of the appearance of the neat new roof in a bright red or in a harmonizing green, or they mentioned the economy in putting on that roofing, economy in labor or time or material. These testimonials he printed, one at a time, in the local newspaper in his advertising space.

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Protect Your Profits this simple, easy way

The Sundstrand Combination Cash Register stops guesswork and protects your profits because-

- (1) Makes access to cash impossible without first setting indicator to show reason for ening drawer.
- (2) Makes unerasable record at time of transaction.
- (3) Indicates and records cash, credit, paid out, received on
- account, goods returned.

 (4) Automatically excludes from cash total—money paid out,
- goods returned, charge items.
 (5) Shows how many customers, classifies sales by departments and clerks, rewinds and holds records in register under lock and key
- (6) Cash total can be read at any time.

(7) Simple "twist of wrist" and famous Sundstrand Adding Machine is at your service for both adding and multiplying.

In short, the Sundstrand Combined Cash Register knows where your dollars go—and TELLS you. need accurate records-to properly control your business-to meet income tax requirements. Write low price. Also let us show **VOU** sample page from Sundstrand daily record book, reproducing register work and distribution of totals. Write today. Address Dept. H.

Sundstrand Adding Machine Company

Sales and Service Stations throughout the United States

ROCKFORD, ILLINOIS, U. S. A.

Puts on hourly sales and pulls trade

John Nelson & Son, of Ottawa, Kan., a town of 10,000, have found their hourly sales day to be an efficient means of advertis-

ing and moving small merchandise.

Their store large and commodious and much of the small stock is artables ranged on placed at intervals over the main floor with aisles between. On the special hourly sales days, one of these tables is used to display the goods for each sale advertised. Often a small attractive booth is arranged, or a low railing is placed around the table, to enclose a space about 6 x 8 feet.

During the sale. clerks from other parts of the store assist, since it requires several to handle the trade. Right on the dot at the close of the hour, the sale closes and goods are returned to the original price, even though there are those who have not yet been waited upon.

Crowds gather around these tables, often long before the hour for the sale, and it is difficult to wait upon all in the length of time given, even although sales are made as rapidly as the goods can be handed

The number to each customer is sometimes limited, but more

Monday Specials

Hourly Specials
From 9 to 10 A. M.

Clothes Pins 1c a Dozen

To adults only Limit, 3 dozen to one customer.

Hourly Specials

From 10 to 11

China Plates, Platters, Bowls, etc., 9c

All sizes. To adults only.

Hourly Specials
From 11 to 12

No. 1 Galvanized Wash Tubs 49c

To adults only. One tub to a customer. For one hour only.

Hourly Specials
From 1 to 2

King's Brass Wash Board 47c

To adults only. One board to a customer. For one hour only.

John Nelson & Son

Mondays, Wednesdays and Saturdays are the useful days for these Hourly Specials because the farmers happen to be in town on those days

oiten, "Buy all you can use," is the slogan. The Nelson sales are real bargains and are, consequently, well patronized; as a result, the merchandise moves, even though at a small profit.

These sales are not always held on the same day, but are staged for any day when the farmers are likely to be in town. They are well advertised in the town papers. It has been found that Mondays, Wednesdays and Saturdays are good days, but specials are often run on other days. In these times everybody wants the full worth of every dollar and naturally goes to the place where money buys most.

This firm has conducted business on the same site for 37 years, long enough to become well known throughout the entire county and it is not unusual to see people from other counties, possibly fifty or seventy
five miles distant, at these sales.

Merchant gave away one day's receipts

Not long ago a hardware dealer in a Western city gave away all the money he took in on a certain day—gave it back to the customers who had purchased from him on that day. This store, however, handles only smaller hardware articles and does not sell such things as stoves and farm implements.

The way the merchant went about the matter was as follows:
He took a page of a calendar, the one containing the month in the which the event was staged, and her gave it to a bank president of

the city. This bank president marked one of the days on the calendar, and that day was not known to another person. The day that was marked was to be the day on which the purchase price of articles sold was to be returned to the purchasers.

The magnet draws

The fact was extensively advertised and a great deal of interest was created. People increased their purchases and came more often to the store in order that they might stand a better chance of hirting the right day; and, of course, a lot of people in coming to the store often made purchases they otherwise would not have made. New faces also came into the store as a result of the stunt.

On the first day of the following month the date was announced and a certain time was set during which the purchasers visited the store, proved they had made purchases on the day marked, which they did by means of their sales tickets, and had their money refunded to them. Only cash purchasers figured in the settlement.

Such a plan is bound to give any store trying it a lot of worth-while advertising and is one well worthy of a trial. If a merchant is overstocked in a certain department it might be a very good plan to have the money-refunding arrangement refer to that department only. This would speed up the turnover in that certain department and would draw people into the store and business in all departments would be enlivened.

SERVICE

WHICH DOES NOT FLUCTUATE WITH THE SIZE OF YOUR ORDER, AND AT THE SAME TIME FURNISH

ROPE WITH A REPUTATION



Reg. U. S. Pat. Off.

MAKERS OF

MANILA, SISAL, WIRE and MARLINE COVERED ROPE

If Your Jobber Does Not Handle,
Write Direct

QUALITY AND ECONOMY ARE TWINS



Are your salesmen pushing their sidelines instead of your product?

You will probably tell us that your salesmen are not allowed to carry sidelines—that you want all their selling effort and come pretty near getting it.

You keep in closest touch with them at all times. You hold district sales conventions and sales contests, you write these salesmen frequent peppy letters to keep them going at top speed, all the time.

But how about the *final* salesman of your product—the hardware dealer? HE is not giving all *his* time to selling your goods. And he does carry side-

-see next page

lines, a good many of which may be the brands of your closest competitors.

Daily he is in *direct* contact with the consumer—the prospective buyer of your product.

Why not keep your final salesman interested, too?

You cannot expect anything except indifference to your goods, from the hardware dealer, if you do not do something to keep up his interest and enthusiasm in selling your product.

The hardware dealer forms a very vital link in your chain of distribution. Therefore you cannot afford to neglect HIM any more than you can afford to ignore any of your other salesmen.



There is one most economical way to keep every hardware dealer and jobber in the United States interested in your

goods and that is to tell them all the advantages of handling your product, every month in GOOD HARDWARE.

GOOD HARDWARE is read and liked

because it helps the hardware dealer solve his biggest problem—how to sell his goods the quickest.

GOOD HARDWARE is Pocket Size. The busy hardware dealer may easily slip it into his pocket while he waits on his customers and resume reading it when their wants have been attended to.

It costs less per page per thousand to reach all the hardware dealers and all the hardware jobbers in the United States thru GOOD HARDWARE than to reach less than half that total thru any other hardware trade paper.

This statement is worth investigating. Write us and make us prove it. We have all the facts ready for you. A postcard will bring them to you.

GOOD HARDWARE

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The Progressive Grocer

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It fits



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the pocket

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Barreled Sunlight is being used today for all interiors where a white tile-like finish is desired—stores, shops, public buildings, hotels and homes. Over-the-counter sales have

tripled in two years. Repeat orders are increasing business for Barreled Sunlight dealers everywhere.

Cash in on the white paint business in your town with this specialty. Communicate with us or with our nearest distributor. (See list below.)

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Good Hardware TRADE

Vol. IV

NOVEMBER, 1922

No. 2

The story of Benny Eichelberg, hardware clerk and famous chef

HIS REMARKABLE COOKING HAS TAUGHT MIL-WAUKEE TO COME TO HIM FOR RECIPES AND KITCHENWARE AS WELL AS FOR TOOLS

By Harriet N. Pettibone

SEEING his business from the outside as well as the inside, becoming the artist as well as the hard-headed salesman, making his hobby an aid to his business -these are the things that raise Benny Eichelberg from the ordinary to the super-business-Whether he digs the proverbial ditch or deals in railroads, the man who knows how and why things are done is so much more valuable to himself and to his business than the man who merely knows that they are done, that dollars and cents cannot measure him. And such an asset is Bernhard Eichelberg.

At 9:00 a.m. Benny is a hardware clerk in downtown Milwaukee. At 9:00 p.m. he is an artist at 634 Bartlett Avenue. At 9:00 a.m. he is selling axes, screw drivers or lead pipes. At 9:00 p.m. he is not painting pic-

tures with a brush nor fashioning poems with a standard keyboard or a goose quill pen. He is baking them out of dough and raisins and cinnamon; or molding them out of jelly and sweetbreads with parsely juice; or cutting them out of lettuce and pimentoes and quarter slices of lemon. In other words, at 9:00 p.m. Benny is a cook And such a cook!

Cook and salesman!

Odors of café au lait, simmering in Benny's Bohemian enamel coffee pot! Flavors of egg-nog whipped to a foam with Benny's wooden quirl! What a cook! And what a salesman! Because to Benny a coffee pot is not a mere two or three quart enamel, tin or aluminum vessel with a spout and a handle. It is the dish in

which satisfying demi-tasse is to be made A purchase of such an instrument is to be entered into advisedly, with caution, faith and an abiding respect And an egg beater is more than a contraption of tin that sometimes works and sometimes doesn't. It is, he is quick to persuade a customer, the invaluable aid to the cuisine which produces fluffy cream dressings and sunshine cakes and the frothy touches of egg white and cream that every real chef adds to his dishes. Picture, then, Benny selling anyone a coffee pot that brews poisonous tasting liquid or an egg beater that acts discouraged at the sight of an egg! The necessity for giving the best he can find is a religion with Benny, and because they know his creed, the housekeepers come again.

A family of chefs

He inherited the "hand" for cooking from ancestors baked and braized and steamed savory viands in European kitchens, and years of selling pots and pans in the Milwaukee store (part of the stock of which he owns) have not made him forget his heritage. Benny has won a reputation among Milwaukee's fastidious. Many of her elect brides beg him to furnish the confection which they stand to cut and pass to their guests on the day of misty white veils. He also sends his brides' cakes out of the city. In his imported porcelain containers which keep their texture fine and moist, they go to New York, Shebovgan-wherever his fame and friendship have preceded them—to grace the wedding table without a single dent in their perfect white surfaces.

Benny and the husbands

If Benny has a reputation among a wide circle of society maids and matrons and housekeepers who depend equally upon his advice and his confections, the limit of his friendship has by no means been reached with them. He is also the friend of man-especially when that man is the husband of a housekeeper. One day a home-going business man, unhappy in his errand but goaded by thoughts of his wife's sarcasm should he weaken, stepped into the A. L. Kiefer company's store to buy a double

If this particular husband had been allowed ten guesses he could not have told what a double boiler looked like, what a double boiler was for, or how large a double boiler ought to be. But some special Providence guided the harassed husband, and a surprise greeted him over the counter—a surprise as refreshing as a check along with the usual stack of bills on the first of the month.

"Have you ever tried pickerel cooked old Baden style in the double boiler?" this astonishing salesman asked. "That was Francis Joseph's favorite dish. Your wife will be crazy over it. Tell her to sear the fish in butter and onion, bury it in cream, grate a sprinkling of cheese on the top—or," noting the man's uncomprehending amazement, "shall I enclose my recipe?" And

Benny promptly tucked one of his many typewritten recipes which he keeps handy for such occasions into the double boiler that he had produced—just the Needing just their particular shapes to carry out ideas suggested by his imagination and failing to find them in stock, he had combined a rare knowledge



right kind of double boiler, incidentally.

Then he grew enthusiastic about his hobby and effervesced over the possibilities of timbal and funnel on his shelves. Many of the molds and forms in the drawers he had designed himself for some unusual dish.

of pastry and the skill of a man who knows and appreciates the part that good utensils play in every cuisine, and had them made, not only for himself but for the business. Very soon the wide-awake housewife, chef, and pastry cook saw or heard of his stock, realized that here were

just the things for which they were looking, and up went Benny's sales.

He discussed pastry syringes that shoot batter into hot grease with a pressure that makes them into queer scrolls and figure eights; he produced tubes through which frosting oozes into pink roses and lavender violets for little girls' birthday parties; he pointed out forms that cut crotons into dogs and stars.

Hot dogs au Benny

And then he explained to the thoroughly humbled and admiring husband how he slices the "hot-dog" common ordinary variety of Wiener into very thin slices, cuts the slices into cloverleaf shapes and serves them, sauté, dropped into a clear boullion. "Can't you hear," he exclaimed, "how the people rave, asking is it chicken, is it veal; asking what in the world it is that can taste so good?" It is cooking magic.

The husband, though a mere man, had to tear himself away. In his arm was the double boiler; in his heart a profound admiration and conviction, shared by a widening circle of Milwaukee people, that whenever something tasted particularly appetizing or bafflingly good in the future he would be sure that "Benny could tell how it's made!"

Benny's customers know that Benny's hobby goes on two legs. The first is to cook delicious dishes. The second, and one wherein he breaks the first rule of most expert cooks, is to tell everybody who will listen how to make the same good things themselves.

If you were to say to Benny that his typewritten recipes and his enthusiasm in explaining culinary details is fine advertising for the hardware business. he would probably lose his temper. Of course it is. He realizes the difference between the salesman who knows and the salesman who guesses, and he understands which one increases the sales and brings more dividends to the stockholders Just as the pretty millinery salesgirl who looks well with any kind of hat pulled on over her fluffy hair can sell more hats than the other kind, so the salesman of kitchenware can't help selling more when he knows the intricacies of the art which demands that ware.

Eating out grieves him

Benny admits that he knows how to make wonderful things to eat and how any woman can keep her hands out of the biscuit dough and away from the potato masher for any length of time is a mystery to him. The girls who marry without any knowledge of the great art are, to him. little short of abnormal. American disease of dining out of the paper bag and the tin can not only does not appeal to him; it grieves him. For Benny believes that with all the ham that is waiting to be minced into a mousse and all the beets blushing to be latticed into slender slivers of garnish, no woman in the world, from the day she marries to the day she dies, should serve for her husband the same

thing prepared twice in the same way.

So he proceeds to show his customers the beet slicers, the odd garnish cutters, and the potato clippers he has in stock. He never forgets to display the glass vegetable knife, the paring knife no tomato can rust, and the other implements which "make cooking such a pleasure."

Maybe a salad mold attracts his eye. Immediately he is off on the beauties of radish, and maraschino cherry, cucumber or pineapple mirrored in jello. And then he brings out more molds, at least one of which the customer can't resist. And Benny's sales have gone up again.

This cook-in-his-spare-time feels all of the reverence for his avocation that a musician holds for a great opera. He admits it in a voice expressing all the nuances of pride that an artist shows in acknowledging the creatorship of a great painting.

When his Milwaukee friends beg him to prepare a dinner he becomes so enthusiastic over the salads and pastries that sometimes he abandons the aisle of tin and steel and retires to his blue and white kitchen where he can "get his hand in." And no one ever thinks this conduct

(CONTINUED ON PAGE 56)



A few of the implements Benny uses in the blue and white kitchen and Benny himself at work

Who will get the lion's share of the Christmas gift trade?

THE SPREAD OF THE USEFUL GIFT IDEA HAS BROUGHT WOMEN TO THE HARDWARE STORE AND HAS GIVEN DEALERS REAL CHRISTMAS PRESENTS

By Albert B. Seadler

THE approach of Christmas gives the hardware dealer a renewed opportunity to bring his store before public attention as the nation's practical gift store. More and more as the idea of giving useful gifts has spread, the hardware store has come into popularity.

The hardware store, perhaps more than any other store, has led in making effective the work of the famous "Spugs," the Society for the Prevention of Useless Giving. When people began to react to the message of this organization and to give only useful gifts, the hardware store was the logical place for them to go to. From the very nature of its stock and business it was the store for the home.

The most useful stores

There were no purely ornamental articles here. There was nothing that was merely good to look at. Every article had a definite use. Consequently, when the Spugs' work took effect, it brought buyers by the thousands into these, the most useful of all stores.

It was this popularizing of the idea of usefulness that was most important in bringing women into the hardware store. A dozen years ago, or even less, women rarely went into hardware stores. Nails and tools were for men, and the store that sold them was decidedly a man's store.

It brought the women

But the useful gift idea changed all that and to-day women are as much at home in a hardware store as they are any place else. They have learned that the store that sells household appliances is their store, and they make the most of it.

While women were becoming accustomed to going into hardware stores, the useful gift idea was growing, so the impulse to buy gifts in the hardware store grew stronger. As a result many merchants feature usefulness in the atricles they have for sale. An added result is that manufacturers of necessities have gone to considerable pains to make necessary articles attractive. Ouite a number of dealers have built up big and profitable trade by emphasizing the utility idea in the goods they

12

sell for gift purposes. Advertisements like the following, which was used last Christmas, help to put this idea across:

"In your Christmas giving this year give only sensible, worthwhile presents. These are buyers by means of a Gift Hint catalog.

"What can I get for Joe?" is so general a question around holiday time that it has paid to get up a list of answers to the question. Every one who buys



The hardware store as a gift store has been made possible by the spread of the habit of giving useful gifts

practical times. Buy wisely; give wisely; give useful gifts. Consider how the gift you give this year will be considered a year hence. How will it prove in the test of time—of daily usage?

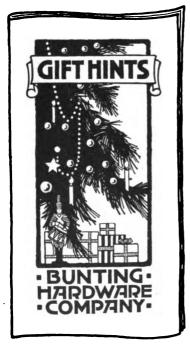
"You won't have to apologize to yourself later if you make your Christmas purchases from among the useful gifts at this big store."

The Bunting Hardware Company of Kansas City, Mo., has developed this idea by preparing a small catalog of gifts for its Christmas selling campaign. It has found that one of the best means of advertising the gifts it sells is to suggest them to

gifts is faced by the question and welcomes the suggestions. Even during the course of the year suggesting articles to possible purchasers pays well: at holiday time, when there are so many gifts to be bought, the suggestions are even more valuable.

The Bunting Company's suggestions are embodied in an eight-page folder called, "Gift Hints," which it sends to every one on its mailing list. The folder, which is 3½ by 6¼ inches, fits easily into an ordinary small envelope in which it is mailed. A folder this size is particularly convenient because it is easy to handle and can be

put into a pocket or hand-bag. "Gift Hints" in this case is divided into sections. Each page is covered with pictures of possible gifts together with the range of prices for each article. In the center of each page is a panel in which is lettered the name of the department in which the goods are kept or the type of person for whom the gifts are suggested. Some of the page headings, for example, are: "Electrical Goods are Always Prized," "Sporting Goods as Acceptable Gifts," "Gifts of Service to Housewives," "Tools for Mechanical Boys and Men," and "Hosts of Pleasing Tovs."



Send a folder like this to your mailing 'list. It will tell your trade that you sell gifts

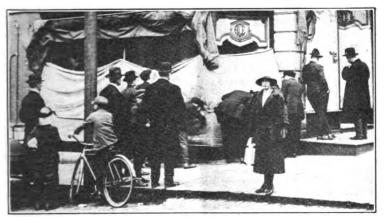
Each year these folders are distributed through the mails and are also handed out to customers in the store.

Another means of getting suggestions for gifts before buyers is the "Gift Granny" It frequently happens idea. that a person who wishes to give a Christmas gift does not know just what will please the friend for whom it is intended. The store invites its customers to send in the name of the person for whom a gift is wanted. The "Gift Granny" then writes to this person, stating that somebody desires to send him or her a gift, and asking what would be most pleasing. Of course the name of the donor is not mentioned. As soon as a reply is received the original inquirer is notified and he is then in a position to purchase a gift which is certain to be acceptable. this manner a great deal of "useless" Christmas giving is eliminated.

Do your Xmas selling early

Another important development in Christmas selling is the continued efforts of retailers everywhere to get their customers to do their Christmas shopping early. For a number of years retailers have been trying to break the last minute Christmas buying habit that has made the holiday season, especially the closing days, such a trying time for storekeepers, clerks and even the gift-buying shoppers themselves.

Merchants have gone to great expense to try to break this habit and to make the season



Getting attention for your window before your display is in is quite a feat. A window trimming contest did it for dealers in this town

easier on everyone by distributing the business over a longer period of time. They have even shared their advertising space, expensive space which they have bought for the express purpose of selling more goods, with the slogan "Do Your Christmas Shopping Early," so that the public might accept the reminder and buy its gifts a day or a month before Christmas Eve.

One of the plans which has been most successful is that used by a large Eastern store. This store, in connection with its gift department, ran a special Delivery Service" "Delayed which was maintained during the Christmas season only, for the purpose of making deliveries of gifts. If at some time in November or early December a customer desires to purchase a gift for a friend there is no need for her to take it home and keep it there until a few days before the holiday. She can order it and the store will remove all marks and price-tags, enclose her card or message, wrap and address the package, and hold it until the day before Christmas, when it will be delivered. The impulse that this service creates has done a great deal to induce early buying. The system was inaugurated with the following memorandum from the store manager to the clerks:

How to handle sales of goods to be sent as presents This is very important and is

This is very important and is an insurance against mistakes

When a customer buys a gift it is important that no marks, tags or tickets, nor any part of the sales-check appear on or accompany the gift. In order that the packers or Delivery Department may remove these prices, observe carefully the following:

Write plainly and correctly the name and address of the person to whom the gift is to be sent on the address ticket and lower part of the check, as in the ordinary sent transaction. then ask the purchaser his or her name and address, and write them plainly on the back of the duplicate check.

Next, get the yellow "Remove Price" sticker and paste (do not pin) on the upper right-hand corner of the original part of the check, also be sure to write "Remove Price—No Bill" on the part of the check to which the yellow label is pasted.

If a customer desires a card to be enclosed, put the card in the gray envelope and attach to

the gift.

If the customer desires to write a card, get a blank card and put it in the gray envelope after the customer has written

her message.

If the customer does not leave any card at all, get our card reading "Customer Did Not Leave Card," enclosing the card in the gray envelope, which must be securely fastened to the article purchased, by white ribbon which is run through an eyelet in the corner of the envelope.

Service must be fool proof

This method gives dealers an unusual opportunity to offer their customers a very real and concrete service. The directions to clerks must, however, be closely adhered to, so that there may be no mistakes. Properly followed out the system makes for earlier shopping and is a fine developer of good will.

Another idea which has been successfully used as an attraction for early Christmas trade is the discount system. This idea was used by Henderson and Henderson of Galena, Kansas, and not only brought earlier

Christmas buyers, but also more of them. Throughout the year these merchants present their customers with coupons of various denominations, the value amounting to five per cent. of the price of each article purchased.

5% to regular customers

These rebate coupons are acceptable as part or full payment on all articles bought between the first and fifteenth of Decem-Thus, if a person has bought \$20 worth of goods during the year his coupons entitle him to one dollar's worth at any time during the first half of December. No coupons are issued from the first of December until after Christmas. value of this rebate system has been shown by the manner in which the Christmas rush has been spread out. Last minute shoppers have found that it pays them, in the form of a five per cent. saving, to do their Christmas shopping at least ten days earlier and in this way the store has been saved a great deal of the usual holiday struggle.

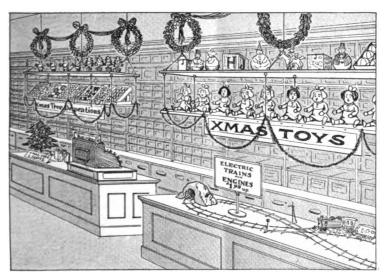
Bringing buyers into the store early is important in that it simplifies the selling of an unusual volume by spreading it out over a greater period of time. It is even more important, however, to get people interested enough to come in at any time, early or late. Display of appropriate goods and advertising are the best means of arousing this interest.

One of the most interesting methods used to draw window interest was a contest staged in an Illinois town. Through the local Chamber of Commerce the Merchants' Retail Committee circularized the proprietors of every store in town and signed up more than a hundred store owners to enter a windowtrimming competition. At a stated hour on a certain date every store entered in the contest covered its windows with canvas and kept them covered until the next day. No one store lost any more than another by this, because all windows were fully covered up during the time agreed upon. While the canvas curtains were up, each store's window trimmer was busily at work constructing the display which was to be used for the contest. The sight of heavy canvas over almost every store window in town was so unusual that it attracted a great deal of

comment to the windows even before they were trimmed. At a given hour on the next day every factory whistle in town began to shrill loudly as a signal for the canvas coverings to be The result was unremoved. usually keen interest in the windows and their contents. The blank canvas coverings and the preliminary advertising of the contest had done their work. Christmas shopping started almost immediately and all of the stores profited by the contest.

Delay created suspense

The committee in charge of selecting the winning window held up its decision for a full week so that the added suspense might sustain the interest in the contest and in the windows. And the interest in the window displays was keen and pointed



Increased business at Christmas time requires increased display space. Many dealers have specially constructed hanging shelves for this purpose

enough to translate itself into sales of merchandise.

Display was, of course, the idea back of the contest. The competition itself was merely a means of creating interest in the various windows and their contents. That interest had to be maintained during the period between the closing of the contest and the end of the Christmas shopping period.

One store in Connecticut reserved a small part of one of its windows for a shadow display. In the back of the window was a large paper frame on which was thrown a light which silhouetted a well-filled Christstocking. An ordinary stocking, filled as though for a Christmas morning, was placed in front of a powerful light so that its shadow was thrown on the paper screen. Over the frame were the words, "Coming Events Cast Their Shadows Before." The front part of the window was filled with small articles which were suited for stocking fillers. There were such articles as small toys, fishing reels, flashlights, toy guns, etc., all of which were from either the regular or the Christmas stock.

Gifts for the whole family

Another store used an equally simple window which was also effective. It took the stocking idea, but used stockings of various sizes and kinds to indicate the various members of the family. On a line suspended across the front of the window were five stockings. There was heavy silk for mother, open-

work chiffon for sister, black lisle for father, heavy, ribbed wool socks for brother, and baby's tiny white stocking. Each was appropriately labelled. On a card set in the base of the window in a group of possible gifts was a card which read: "Gifts for them all."

More display space

In order to get every possible inch of display space, this same store constructed hanging shelves that swung above the counters and showcases. The shelves were in double layers, finished to match the other fixtures. The chains on which they were suspended were entwined with tisue decorations in holiday colors.

In Christmas displays the use of a Santa Claus figure is almost standard. It is so ordinary, however, that the buying public is almost indifferent to it. Sensing this, a Scranton. Pa., hardware dealer, switched last Christmas from Santa to a big, live Teddy Bear. For this he used a young man in a Teddy Bear suit which he rented from a theatrical costumer.

At stated hours during the day he would come out of his cave in the window. This abode was made of drab cloth over a framework, with the addition of cotton and icing for snow. The cave, with its surrounding evergreen trees and branches, made a splendid background for the toy display. Teddy played with the toys, read books, showed them to the crowds around the window and otherwise made

(CONTINUED ON PAGE 58)

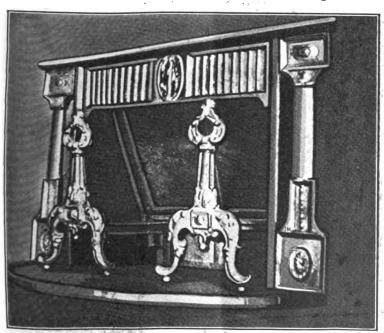
Ben Franklin's gift store to Tom Paine

The versatility of Benjamin Franklin's genius is well known, but it is not generally known that he invented several kinds of heating stoves. Some of these quaint old stoves are still to be found in homes in Philadelphia, and Washington. Baltimore, D.C. They were the first step beyond the old-fashioned fireplace as a means of warming rooms and were practically fireplaces made of iron and connected with the chimney by a pipe so that the heat could be placed in the center of the room.

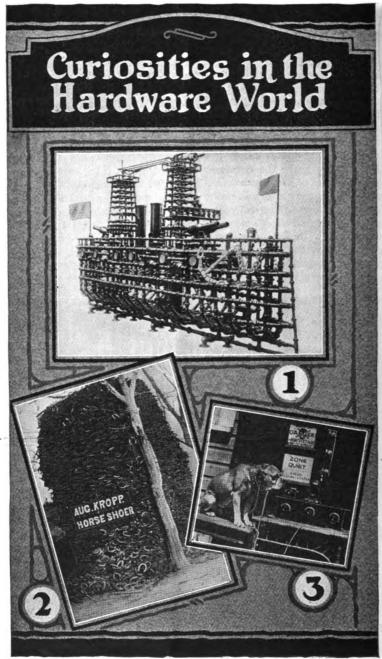
The illustration shows one of

these stoves, owned by Walter Bell, of Woodbury, Conn. Franklin, who was a warm admirer of Thomas Paine, wrote the latter to come to America, which he did in 1774. For services rendered to the patriot army and the American cause in general, the government presented Paine with a farm in the vicinity of New Rochelle, N.Y. occupied this farm and buried there. In 1883 it was learned that Franklin had presented the stove to Paine as a mark of friendship.

The stove in itself is quite a curiosity, consisting of ten heavy plates of iron, which are held together by grooves, no rivets, bolts, or screws being used.



Ben Franklin designed this stove and gave it to Tom Paine. The parts are held together by grooves instead of bolts or rivets





Is each of your clerks paying his own way?

A SIMPLE PLAN FOR CHECKING UP THE SALES OF EVERY CLERK AND EVERY DEPARTMENT, WHICH TURNS THE SPOTLIGHT ON THE PARASITE

A SUCCESSFUL merchant in the middle west has worked out a plan which keeps him informed at all times on just which clerks and which departments in his store are paying their way, and which are burdens in his store.

He figures that a clerk's salary should represent no more than a fixed sales expense percentage of the total merchandise he sells. Let us say, for example, that he is paying a clerk \$25 a week. He knows from his records that he can allow. say 5c out of every dollar's worth of goods sold for the salary part of selling expense. If the clerk sells \$500 worth of goods a week in that particular store he is just barely earning his wages; if he is selling less than that, he is losing money for the store. And this merchant feels that where that condition continues for any length of time it would not be fair to himself or to the clerk to keep him.

A two-record system

There are two simple records in this system. They are headed up "Sales by Clerks" and "Sales by Departments" (see illustration).

The first thing each morning

the proprietor or his stenographer - bookkeeper sorts the sales slips by clerks. He happens to have seven clerks. The illustration would be just as good if he had one or two.

The clerk's sales for the previous day are listed and totaled in the proper columns on the "Sales by Clerks" form. The bookkeeper then finds the total sales for each clerk for the month to date.

Sales regulate salaries

In his desk are records of this sort for several months. Thus, the proprietor has, at his fingers' tips, complete information about the usefulness of every clerk in his employ. He pays every man a fair wage and every one of them knows that he is rated on results alone.

In addition to keeping each clerk's sales for the month to date some merchants also figure out the salary part of the selling expense of each clerk to date. With this information they are able to tell at a glance what clerks are helping to keep the selling expense within the limits which have been fixed and what clerks need immediate attention.

When the time comes to adjust salaries these merchants

consider their records of "Sales by Clerks." Every adjustment is made fairly and without jeopardizing the margin of profit that is due tnem.

A system such as this must invariably result in keeping every man in the store right up on his toes. In this middle western dealer's store you will usually find the clerks working at top speed and acting as real salesmen rather than mere order-takers.

If a customer comes in to buy some paint, his wants are taken care of first and then the suggestion is made to him that possibly he will want some nails. Or, if a man buys a razor, the clerk calls his attention to the fine stock fo shaving brushes which the store carries.

This dealer watches his departments just as closely as he does his clerks and applies the same rule to them. Each department has got to earn its share of the store's total profits or furnish a good reason for not doing so.

After figuring the total sales by clerks, the bookkeeper figures them by departments, Each department has a certain quota. This quota is based on a certain

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Courtesy of Mr. A. M. Burroughs

Above are two simple forms for keeping track of sales by clerks and by departments. They are simply blank sheets of paper ruled off into columns and headed up in one case by letters to indicate departments; and in the other case by the names of the clerks themselves. Each day's sales are recorded both by department and by clerks and the totals found

number of stock turns a year. The proprietor knows that if a department falls below this quota he is losing money on it just as surely as though a thief were sneaking it out of the cash register.

Figures help buying

With accurate sales information always at hand, the merchant can buy with greater assurance and more exact knowledge. He can jack up any lines that are slack. It is simply a case of getting the facts and using them intelligently.

The charge has been made frequently of late that retail merchants do not apply scientific rules of business to their own problems, that they are slipshod in their methods, and that, for that reason, so many fail every year. The plan suggested here may be one step in the right direction.

Post office requires mail boxes

A recent ruling of the Post Office Department offers hardware dealers an unusual opportunity to get big increases in their sales of mail-boxes. According to the ruling deliveries by carrier will be discontinued to those homes which are not equipped with mail-boxes, door slots or other receptacles. The Department's order follows:

"The Department has instructed postmasters to require all patrons who are to receive mail at their dwellings by street letter carriers, to provide a door-slot, preferably, or a mail receptacle, for its receipt. Such accommodation must be provided by January 1, 1923.

"It is not the Department's desire, of course, that any shall be deprived of delivery by this requirement, but rather it is earnestly hoped that all will see the reasonableness of it and its advantage to themselves as well as to the carriers. But if it finally becomes necessary mail delivery will be discontinued where no door-slots or mail receptacles are provided."

40% of stores use copper fronts

A survey just completed by the Copper and Brass Research Association shows that of the approximate total of 1,125,000 stores in the United States, 450,000 have copper store fronts and that 90% of the ten thousand stores which will have been completed in 1922 will have copper fronts.

The usual front of the smaller store - owner utilizes approximately 75 pounds of copper, and the average amount of copper utilized for all classes is about 100 pounds.

The hardware industry employed 42,505 persons in 1919, the last year recorded by the Bureau of the Census of the Department of Commerce. These people were employed in 548 companies representing a capital of \$133,925,619. Their wages amounted to \$45,229,950 and the value of their product came to \$154,594,888.

Bigger profits ahead in paint and varnish specialties

HARDWARE DEALERS LOSE MONEY BY OVERLOOKING
THE OPPORTUNITIES IN THE INTERIOR AND
SPECIALTY LINES

By Carl W. Dipman

eastern department store recently used its regular daily newspaper space to advertise a one-day sale of interior enamel. The next day 290 women visited the paint department and made purchases of this enamel. Most of them made other purchases of paint and varnish. In addition to the money taken in for enamel, the store doubled its general paint and varnish business that day. Many people visited that paint department for the first time and the majority of them made later purchases.

Now, why was this sale such a success? Simply because there were at least 290 women in that particular city in need of enamel. Every woman who bought was a potential customer for enamel before the sale. All the Department Store did was to present the proposition to these women so skillfully that they acted and bought, and incidentally made many more regular customers for the paint department.

This market existed for any other dealer in town who could bring the enamel and the women together.

That raises the question:

"What are the possibilities in the interior and specialty paint field? What are the opportunities for the sale of shelf lines?"

It may surprise many dealers to know that the possibilities for the sale of shelf lines are four times greater than for the sale of outside paint in the average home. Yet the dealer's volume is often split in the proportion of less than 50 per cent, in shelf lines and more than 50 per cent, in outside finishes. Many hardware dealers are putting all of their pressure on the sale of outside paint and are neglecting the big inside and specialty business.

Flat paint becoming popular

Think of it! In the average house there is three times more inside wall and ceiling surface than there is outside. paints rapidly becoming are more popular. Almost every public building has its interior walls and ceiling painted with a flat finish. The same is true of the better residences and even the small modest houses are following suit. The percentage of walls painted with flat paint is getting larger each year. Here, indeed, is a big paint market,

which is, as yet undeveloped.

There is more than half as much floor space in each house as there is outside wall surface. Floors receive hard wear. Here is another paint possibility almost as large as the outside wall market. Many floors are painted every year; outside walls only once every four or five years.

There is one automobile to every eleven people. Most of these cars are repainted regularly. Every Ford owner is a prospect for some hardware dealer.

The outside paint market

There are yards and yards of baseboard, doors, casings and standing woodwork in every building to say nothing of furniture and radiators, forming a vast paint market, almost as large as the market for outside house paint. On page 27 you will find an illustration showing the relative possibilities of these lines.

So the dealer who wants a good future will look after his shelf goods lines. That does not mean neglecting the outside paint business, but instead of placing all of the pressure on the sale of outside paints, get after the specialty and inside business as well.

It so happens that women buy a large part of the shelf goods lines. In a check made in a store that sells shelf goods almost exclusively, it was discovered that more than 90 per cent. of the paint is bought by women. In promoting this business, then, the appeal should be directed

largely to women. The strategy of selling to women is different from selling to men. The department stores have worked the difference out scientifically so that the hardware dealer can well afford to copy some of the department store stunts in promoting the interior and specialty paint business. He should, above all, popularize his paint department with women.

What are some of the methods of popularizing or department-storizing a paint department? One of the most important considerations is display of the goods. To popularize paints and varnishes you must make every customer who enters your store look at your stock of paints and at your displays. That involves bringing your stock up into the front of the store where people are forced to look at it. Last month we reproduced a model shelf that is well adapted for a stock of paints in the side shelving. But if you have room for a display in the center of the floor, that is an even better location. You will find a cracker-jack model shelf reproduced on page 30. This shelf is open on both sides and allows for displays on the top and at the ends, which will help promote the paint idea.

The ideal window's job

Then think of the possibilities through window displays. Few dealers really get the most out of their windows. When a dealer arranges a pyramid of paint cans and lays a few brushes in the window, he is getting less than 25 per cent. of the window's value. He does nothing more than remind the passer-by that he sells paint and he probably impresses the brand name.

The ideal window on shelf lines does at least three things.

1. It promotes the paint idea—
it tells people of the necessity of paint, its beauty, its sanitary value and economy. It makes people want paint.

2. It shows the application of paint—how easily it is applied—how simple it is to get a desirable effect. It will make a woman want to get a brush and do some painting herself.

3. It should exploit the brand, the dealer's store and his service. If it shows new uses of paint, so much the better. On page 31 you will find a model window trim.

During the war labor was scarce and expensive, so thousands of women learned to use a paint brush just as they

RELATIVE OPPORTUNITIES FOR PAINT SALES

This illustration shows the approximate relative paint opportunities about the average home in gallons. The interior and specialty opportunities are more than four times as great as those for outside paint. If all of the surfaces on which paint or varnish can economically be used were painted, your business would stack up in relative volume as illustrated. Many dealers go after only the outside paint business-a comparatively small market. The wise dealer does not let up on his house paint business, but goes after the interior and specialty business with just as much vigor, for there is a big future in these lines and a fine profit. Less than one-third of the paintable surfaces in the country are painted



learned to knit. The knitting interests are spending thousands of dollars in keeping those women interested in knitting and in teaching the art to other women. Just so the paint dealers should keep women interested in painting, and should constantly teach the use of the brush to new Don't forget that every time you teach a person to finish a surface, you have made a new customer. Women who do their own painting will buy several times more paint from you than those who hire it done. woman trade should be handled with great care, and careful instructions for applying material should be given with each sale. Women can be taught to get pleasure out of painting and varnishing, and some of the money they save by doing the work themselves usually goes into additional paint and varnish.

Demonstration brings \$1770

Demonstrations and paint revivals certainly have a great value. During the dullest part of this paint season, a hardware dealer in a town of 2,000 people in Illinois sold \$1,770 worth of paint and varnish during three-day demonstration. There are many cases of even greater The benefit does not success. stop with the demonstration. You promote the paint idea, you teach many people the paint A demonstration starts habit. things from which you reap profits for many months. doubt your manufacturer will help you stage a demonstration. It will do much to popularize your paint and varnish department.

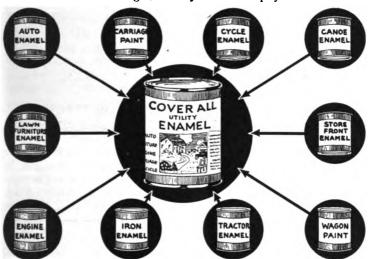
Many manufacturers have special deals from time to time, or special promotion stunts. Sometimes a customer buys one can and the manufacturer gives another free; it may be a free can of varnish stain with the purchase of a brush; or it may be a coupon or a contest proposition. Women are especially susceptible to that sort of thing and fall hard. Take advantage of such deals that your manufacturer has to offer. Many of the best hardware stores do it.

Special sales

Don't be afraid to put on a special sale of your own occasionally. If it is good business for a department store to have a one- or two-day sale during which a "special" is offered at a reduced price, why isn't it good business for a hardware That doesn't mean, of course, that a dealer should consistently go after business by underselling his competitor. That's a cheap, destructive practice that no good business man can afford. But giving a special value for a day or two gets a lot of women into your store, and gives you an opportunity to give them a good talk on the uses of paint or varnish—and that will increase the use of paint and even benefit your com-

Now, a word about the stock of interior finishes and specialties. There are so many different kinds or classes of paint and varnish in the interior and specialty group, many of which are put up in various sizes and colors, that there is great danger of overloading, and of investing too much money compared to the volume of business and the turnover. Don't forget, the

stock down to a minimum of colors, sizes and lines, then stock the ones you do carry liberally. Sell each product for as many different uses and surfaces as you can. In this way. vou can keep your number of



WASTE IN TOO MANY PRODUCTS

The paint business is burdened with parallel lines and unnecessary colors and sizes. Paint experts say that one utility enamel can be made to give satisfactory results when used instead of any or all of the above specialties. Similar savings can be made in other ways. By cutting down the line, the dealer has less money invested, his stock turns a great deal faster and oftener and he makes more money for the work he does. A great saving will result by standardizing and eliminating parallel labels. Some of these specialties are often the same paint under different labels because of the imaginary demand from consumers and retailers. This waste can be stopped. Begin teaching your customers the many uses of a standard product like auto enamel or varnish stain, and minimize the fact that you have a special product for every different surface to be painted. This problem is discussed in the accompanying paint article

minute you slow down your turnover and pile up slow-moving or unsalable sizes and colors, your profits diminish.

There are colors, sizes and some lines that you need not carry at all. If you know your line well, you can entirely eliminate some specialties. Get your

specialties down and eliminate some lines altogether. Do not duplicate lines and brands. Don't try to handle all of the brands made. Select what best meets your local needs, then stick to it. The cumulative effect of building up a good volume on a well-known brand is

much better than taking up every fad that comes along. If you stick to your line, the manufacturer will give you much better service and more help in selling than if you shop around and try to handle everybody's goods.

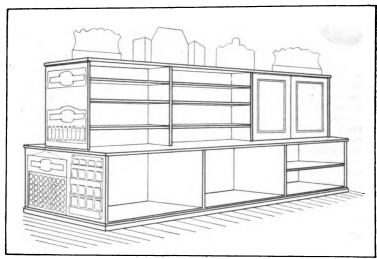
Be careful in buying ready made assortments. They are usually made up along general lines and may contain sizes and colors you do not need. If the assortment appeals to you, always check the colors and sizes before you buy. No doubt the manufacturer will be glad to substitute salable colors for the slow-movers in your territory. Buying assortments carelessly is a sure way to pile up dead stock.

There is one phase of the

paint and varnish proposition that needs careful consideration. Here it is: There are too many specialties, colors and sizes in the paint and varnish line on the market to-day. There is no real need for many of them. There are many parallel labels that exist for no other purpose than a fancy. Many specialties could be eliminated as far as any real needs are concerned. Let us illustrate by taking a product like automobile enamel.

Automobile enamel uses

Paint chemists tell me that this product, namely, automobile enamel, as it is made by some manufacturers, or as it can be made, can be used successfully on the following variety of surfaces: automobiles, buggies,



Drawing by courtesy of the Peaslee-Gaulbert Co.

This model shelf will popularize your paint department. If it is located prominently in the front of your store it will sell paint and varnish. Your stock will be easy to reach, for the shelf is open on both sides. The ends afford a display space for panels and color cards. The doors, covered with green burlap, can be used to display brushes. Specifications will be sent on request



THIS WINDOW HAS REAL SELLING PUNCH

- It makes people want paint by showing beautiful panels and actual effects produced by a flat wall paint.
- It tells how to use paint to get a pleasing effect.
- 3.
- It exploits the brand, the dealer and a paint service.
 It teaches many people a new use of flat paint.
 It gets people to talk about paint by tying up with a contest.
- It exploits flat wall paint, the largest possible paint market.
- It has just enough novelty to attract and hold attention. The window almost talks—it sells the paint idea as well as paint. Compare the value of this window with the pyramid of cans and a few paint brushes which are usually displayed.

motorcycles, bicycles, baby carriages, canoes, aeroplanes, motors, gas engines, tractors, motor trucks, implements, tools, wagons, lawn swings, lawn furniture. oil stoves. stovepipes, steam-pipes, hywater-pipes. drants, plumbing fixtures, radiators, fireplaces, fire plugs, lamp posts, fire escapes, iron fences, trim hardware, electric motors, cream separators, interior furniture, ice-cream tubs. store fronts, gasoline stations, and many other surfaces. Why not? There is no great difference in the nature of the exposure of these surfaces. An enamel, such as a good auto enamel, withstands all kinds of weather, hard

wear, friction, a surprising degree of temperature change, grease, fumes, etc. Then why a whole variety of special finishes for the above-mentioned surfaces? Some manufacturers list as many as six or seven distinct lines and more than 200 individual items to take care of the above demand. One, or at the most two lines can do it. It is true that the average line of auto enamel as it stands today may need one or two more colors to take care of some of the above demands. That's easily remedied-add them. Then too this grade of enamel may be too expensive for some of

(CONTINUED ON PAGE 60)

Digitized by GOOGLE



A FUNNY GROWTH "Have you heard what's happened to poor Bill?"

"No; what?"

"He's got a funny growth behind his nose."

"How did he get it?"
"Well, I don't know that, but he calls it his face."

THE FIRST YEAR

The newly-married man was talking to a friend, a family man of long experience. "What did you call your mother-in-law after you were married?" he asked.

"Well," was the reply, "it was this way. For the first year I called her 'I say,' and after that we all called her 'Grandma.'"

DRIVEN TO IT "He was driven to his grave." "Of course he was. Did you expect him to walk?"

A BARGAIN

Father: If you are good, Jackie, I'll give you this nice bright new penny.

Son: Haven't you got a nasty dirty old dime instead?

DON'T ARGUE

First Yokel: Well, did you enjoy your trip to New York?
What did you find new there?
Second Yokel: Why, some-

worth seein'. The hull place is full o' cabs with cash registers on 'em an' red flags to

show folks it's dangerous to dis-They call 'em pute the fare. taxidermy cabs, 'cause ef you don't mind, the drivers'll jest take the skin off ye.

THE LESSER EVIL

There was an earthquake in a South American town which badly scared the inhabitants.

An English family who lived there sent their little son to stay with an uncle in another district for safety's sake.

Two days later the parents received the following telegram: "Am returning your boy. Send

the earthquake.

THE HANDWRITING

V Mike was working diligently on his potato patch when he saw the postman coming up the road, bearing for him a black-edged envelope.

became Mike uneasy.

showed it.

"Hope it's not bad news," said the postman.

"It is that" said Mike, glancing at the address. "It's upset I am intoirely. My brother Mike's dead. I can tell by his hand-writing!"

THE CORNER

Tom: Stand in the cornerwhat for?

His Mamma: Because you are a bad boy.

. Master Tom: Can't I be a bad boy here just as well?

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WHO PAYS?

Stranger: Farm products cost

more than they used to

The Farmer: Yes. When a farmer is supposed to know the botanical name of what he's raisin' an' the entomological name of the insect that eats it, an' the pharmaceutical name of the chemical that will kill it, somebody's got to pay.

✓ WHAT'S LEFT?

The riddle fiend announced, "If I take two letters from money 'one' will be left. Curious, isn't it?"

"Very," drawled the bored friend, "but I can tell you some-

thing more curious."
"What's that?"

"A postman I knew took money from two letters, and now his wife and family are left!"

√ NO CHANCES

It was the dear old lady's first ride in a taxi, and she watched with growing alarm the driver continually putting his hand outside the car as a signal to the following traffic. At last she became exasperated.

"Young man," she said, "you look after that car of yours, and watch where you are going. I'll tell you when it starts raining!"

Competition is a good thing; it makes us a little more polite than we should be if we had things all our own way.

NEVER ARGUES

"Yes, sir, I fell over the side of the ship, and a shark came along and grabbed me by the leg."

"Good gracious! And what

did you do?"

"Let him have the leg, o' course. I never argues with sharks."

CHEAP

Mabel: I think that frock is lovely; did it cost you much? Madge: Only one good cry.



General Store Loafer: What's the matter with her, George? George: Nothin', only she won't run.

G. S. L.: Maybe you wound her up a le-eetle too tight.

DON'T WAIT

A bright little boy, who had been fighting, was reproved by his aunt, who told him he ought always to wait until the other 'pitched into him.'

But," protested the little hero, "if I wait for the other boy to begin I'm afraid there won't be

any fight!"

FEARFUL

Mrs. Mullins: What's the mat-

ter, Mrs. Atkins?

Mrs. Atkins: Why, this young varmint 'as swallowed a cartridge, and I can't wallop 'im for fear it goes off."

WAITING

"Cheer up, old man. Everything comes to him who waits,

you know."

"Yes, I know. But it will be just my luck to be waiting at the wrong place."

DIDN'T KNOW

Giles: So you've got a post in the bank, eh? I suppose it was partly because you knew the manager.

Harris: Partly that, and partly because he didn't know me.



... 'lectric iron? It's no moh 'lectric than I is. I done watched it foh five minutes an' she ain't moved yet.

TOO LATE

"Why are you late, Tommy?" asked the teacher angrily.

"Please, sir," replied the sinner, "it was late when I started from home."

"Then why didn't you start

early?"

"Please sir, it was too late to start early."

A SOLUTION

Father and mother were discussing the costumes they were to wear at a fancy dress ball. Joan, aged seven, was an interested listener.

"Mother," she said, "can I go

as a milkmaid?"
"No, dear, you're too small." "But, mummie," pleaded Joan, "I could go as a condensed milkmaid."

CAUTIOUS

Patient: I wish to consult you with regard to my utter loss of memory.

Doctor: Ah, yes! Why-erin cases of this nature, I always receive my fee in advance.

TROUBLE

"It's queer," remarked Jinks. "What is?" asked Blinks.

"That with all the people who are looking for and borrowing trouble, I can't get rid of mine.

THE TRAIN CATCHER

Miss Simpson: I want one of your mousetraps and hurry up, please. I want to catch a train.

Hardware Dealer: I am sorry, ma'am, but my mouse-traps are not guaranteed to catch trains!

PROVIDENCE

A Scotsman bought his mother a barometer as a present, and explained how she could tell if it was going to be wet or fine by inspecting the position of the hands.

"Ay," said his mother, "it's a fine thing; but ye ken ye've been wasting your money. What do you think Providence gave your father the rheumatics for?

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The locomotive built of hardware is as old as hardware itself, but it still holds people's interest—because it moves

A hardware engine that really goes

This locomotive, built of hardware, really goes.

Mr. L. W. Gumby, a hardware and farm implement dealer of Salisbury, Md., installed in his store window an interesting and remarkable model steam locomotive, constructed of various articles which he retails. The result is a perfect reproduction of an engine and tender, the only artificial part being the top of the cab, the material for which was not found in the stock.

And it goes! The wheels revolve, and it looks very much alive. The boiler of the device is a stove. The steam and sand

domes are formed from sausage grinders. The bell is an ordinary dinner alarm. The smokestack is a stovepipe, joined at the usual place to the stove that forms the boiler. The hand rails are nickel plated towel bars. The footboards are hasps. The drawing wheels are two coffee mills.

The driving rods are pipe wrenches. The cylinders are sausage choppers. The cowcatcher is formed of ordinary files, arranged in the proper shape. The coupling is represented by a hose coupling. The front truck consists of two lawn mowers with the handles detached. The rails are from hay trucks. The cab carrier built of cash boxes and baking pans. The ties are cart wheels spokes. The tender is a box stove. The truck of the tender is also a lawn mower. The handles are door-knobs and the steps are hinges. The headlight, effective though hardly in a proper position, is a cuspidor. The large wheels from the coffee grinders are connected by a bicycle chain and attached to a small but powerful motor that revolves the two wheels, also the large wrench between the two that represents the piston.

Above this is a sign reading, "On Time Every Morning With A Hot Fire." Below it is a smaller sign which "Stop-Look-And Come In."

Wood carving contest created interest

Occasionally an article that is considered by a firm as only another side line may be made the means of drawing an unusual amount of trade to the store. One progressive hardware firm put on a unique contest, using the scroll saw and the jack knife for the feature articles.

They advertised the best line of pocket knives in the city and used human interest ads to show the possibilities of the scroll saw. Then they offered to make a window display of all articles brought to their store, which were made with a jack knife or a scroll saw. Prizes were to be awarded for the original articles.

When the first window display came out the townspeople saw carved whistles, canes, doll furniture, boats, inlaid boxes. open work designs in shelf work and many other articles. men, who used to be adepts with the jack knife began to enter the race for the prizes; young boys, who had never tried the possibilities of the pocket knife began to originate clever articles; men, who had spent hours with a scroll saw renewed their knowledge of the work and taught their sons the art.

Wood for carving given away

At intervals throughout the different displays month peared and there was a crowd around the window as soon as the display was put in. More boys discovered the need of a good knife than the store had expected and each purchaser was presented with a good piece of soft wood to make his trial article out of.

A man skilled in the use of the scroll saw put on display some really remarkable articles made with this device, not to enter the prize list, but to show contestwhat could be accomants plished.

Many people put the contest articles up for sale. The store agreed to sell the articles, and on the day after the award of the prizes.

The contest brought the attention of almost every family in town to this store and the sales increased during this time enough to convince the proprietors that a novel contest put on in an interesting manner will make friends for future trade.

IDEAS FROM THE MAN BEHIND THE COUNTER

Fishing tackle window wins first prize

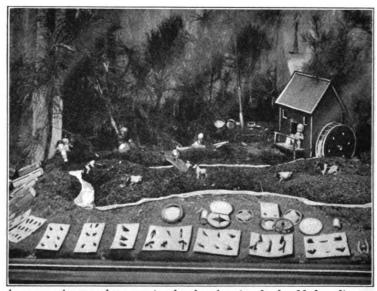
I notice in the September issue of Good Hardware you are offering a \$10.00 prize for the most interesting idea sent in, so I am sending you a description and giving you the details as to how I arranged a fishing tackle window that attracted unusual attention and brought home the bacon.

First, I covered the floor of the window with beaverboard and I had a galvanized pan made, 6 x 8 ft. and 5 in. deep, which I placed in the center of the window and filled with water. Then I covered the beaverboard floor around the edge of. the pan with mountain moss, which I scaled off some rocks under a waterfall not very far from the city. This moss is very pretty and stays green a long time. I arranged the moss so that the edges would hang down in the water around the edges of the pan and thereby give nourishment to all the moss in the window. I built an island with rocks in the center of the pan and covered it with moss. In back of the window, in the edge of the pan, I placed a mill house made of a box about 12 x 14 x 16 in., with the doors

and windows cut and painted green. I then put a doll with overalls on and covered with flour in the door of the mill house, to represent the miller.

An electric water wheel

On the left of the mill was a water wheel, which I had connected up with an electric fan motor in the background. The water wheel revolved at about fifteen revolutions per minute and kept the water fresh and in circulation. In the pan I placed some goldfish and other small fish which attracted a great deal of attention. I put some celluloid ducks on the water and the circulation of the water made by the mill wheel kept them swimming around. I covered the bottom of the pan with fine sand and small, round, white pebbles, which gave it the appearance of the bottom of a babbling brook. The background was made of beaverboard and on it was painted a mountain scene, with a stream winding down and coming in back of the mill. It was a beautiful scene, especially at night when all the lights were on. Around the edge of the window



A stream of water, kept moving by the electric wheel, added realism to this fishing window

I displayed fishing tackle of all kinds, such as rods, reels, wooden lures, spinners, fishing lines of all kinds, minnow nets, traps, dip nets, pork-rind baits, and multi-colored flies that would tempt the most suspicious and ill-mannered trout from the shadiest depths of his mountain This display attracted stream. more attention and caused more comment than any display ever arranged in Gadsden, people coming from nearby towns to

see it. It not only advertised our store as headquarters for fishing tackle in this section of Alabama, but it also proved to be a strong business magnet. This kind of display is easy to construct and it is well worth the effort of any up-to-date sporting goods dealer in making his show windows the best bait for catching dollars.

Luther Harbin, Gadsden Hardware Co., Gadsden, Ala.

How he got rid of screen remnants

Most every hardware store accumulates a lot of screen remnants, ends from full rolls, cutting wrong sizes, and returns resulting from wrong guesses by inaccurate customers.

To move these remnants quickly, we measure them up and tag them with a price tag as to size, say 26 x 33, 32 x 46,

etc. They can be weighed, say, at 85c per pound, and the price placed on them at the same time. Thus: 24 x 27—20c.

Each piece is then listed on a card. This card is hung up alongside the screen rack and the first thing the clerk does when a customer lays down his slip of sizes wanted, is to look at his remnant card and pick out any remnant measuring up to the specifications or running over same an inch or two. Then he takes the size off the remnant card.

This method has cleaned out our remnants so quickly that we are tempted on rainy days to cut off a few at random to fill up the rack.

> GEO. H. BISCHOFF. Bischoff Hardware Co., Nebraska City, Nebr.

Contrasts North Pole and tropics in windows

J. Kiechlin of Trenton, N. J., gives a cool appearance to his store by having a row of potted ferns behind a spacious show-From the rear an window. electric fan blows the delicate leaves back and forth in an endless sway. On a pedestal in the center of the window is a small hedge, also bending to the breeze, and around this hedge are scattered a number of hedge-shears.

In the opposite window is a lot of artificial Christmas tree snow whirling round and round -nothing else. But it draws attention and brings in business, according to the proprietor. The snow flying all over the window gives the appearance of a blizzard in miniature and when the thermometer touches 80° or more, there is an appeal to go inside which is hard to In both windows the resist. electric fan is concealed by parts of the trimming.

JOHN B. ELLIOTT, Trenton, N. J.

Your Idea may win a Prize

GOOD HARDWARE invites every hardware merchant and clerk to write a short letter about something interesting in his store—whether it's a way of handling his deliveries or how he devised a home-made broom-rack, or the way he put on a sale of washing machines, or a unique window display, or an unusual stock arrangement, or what he did to keep the store cool in the summer or hot in winter, or how he built up a big trade in plumbers' supplies.

A prize of \$10.00 will be awarded every month for the most interesting idea sent in. And two dollars will be paid for every idea published. If you have photographs of your store interior or window displays, send them in, too. Address THE IDEA EDITOR, GOOD HARDWARE.

Take a tip from Woolworth and the banana man

BOTH OF THESE MERCHANTS GET BIG RETURNS ON THEIR INVESTMENTS BY CAREFULLY AND EVER-LASTINGLY WATCHING TURNOVER

By William Feather

DID you ever stop to think that it is possible for a merchant with an investment of \$5,000 to make more money from his business than a merchant who has an investment of \$10,000?

Let us say that Turner, a live dealer in a sizable town, puts \$5,000 in a stock of good hardware. He determines from the start to keep such an accurate record of every transaction that he can tell at the end of the day which lines are selling the best—information every dealer ought to have at his finger tips, whether he is

selling rosin or raisins, pumps or pumpkins.

With this knowledge readily available, he can buy intelligently. He is not at the mercy of "guess," or of salesmen who think more of an order than of the merchant's welfare.

His records show what stock, and what brands of stock, are slow moving. It is easy to eliminate these, and to replace them with goods that won't take up permanent lodgings on his shelves.

He keeps up this intensive checking of stock, and concentration on rapid sellers, for a year. On December 31 he finds he has turned over his stock ten times, with an average thousand-dollar gross profit at each turn—a margin of \$10,000 for the year. Yes, but Turner couldn't have done it unless he had kept the right kind of records, and had paid attention to the principle of quick turn-

over. Those records were essential because they kept him informed, at all times, of the financial condition of his business.

Now the other dealer, Brown, who has \$10,000 worth of stock, is easy-going. He doesn't watch his sales as closely as he should. He isn't alarmed if certain items adorn the shelves

A complete stock turn every working day of the year! Does that sound like a good business?

Merchants who think the banana man a poor peddler would do well to take a tip from him. He is using the same business principle that has Woolworth's made millions. It brings him a complete turnover every working day of the year. This article shows how it may be applied to any retail business

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until they become as much fixtures as the store clock and the showcases

So his store is always cluttered up with merchandise that no one wants. At no time is he able to tell just how he stands.

Must buy for cash

In spite of a lot of worrying, and some spasmodic efforts, he can turn his stock only three times a year, with an average gross profit of not quite \$2,000 at each turn—or a margin of less than \$6,000 for the year.

Furthermore, he is slow pay, and is sold principally on a cash basis. What a contrast to the \$5,000 man, Turner, who pays promptly at the end of thirty days and can get any reasonable amount of credit!

Which of these two dealers is going to be able to remain in business the longer? Which is going to pile up the bigger bank account—Turner with his \$5,000 or Brown with his \$10,000?

Judging from the amount of the investments, you might think Brown would. But, as a matter of fact, Turner has it all over him—simply because he knows that without attention to turnover a generous investment is helpless, and that with proper turnover a moderate investment multiplies its stride like the gent in the legend who donned the Seven-League Boots.

The banana man doesn't have a wad of capital to go on, but look what he does with it.

He loads his cart in the morning with \$10 worth of fruit. At night he returns with an empty

cart and \$15 in his pocket. He has turned over his entire stock, got his investment back, and a profit besides.

Working every day except Sundays and holidays, he turns his capital about 300 times a year. On a gross annual business of \$4,500 he makes 300 separate gross profits of 33½ per cent.—this on a daily investment of \$10 plus the value of his cart and his time.

He carries no surplus stock. If some of the fruit gets overripe, or is frost-bitten, or isn't sold as the end of the day draws near, he sells it out at cost or less.

From the humble banana man to the fortune of a Woolworth, quick turnover is the secret of success in retail merchandising.

Unusual hardware sideline close out

One day just after the Indians on a nearby reservation had been paid off one large buck approached a salesman of the Turner Hardware Co., Muskogee, Oklahoma.

"How much that horse?" he asked the salesman.

"Horse? What horse?"

"There!" and the Indian pointed through the back door to a rear room where a relic of other days stood, a large wooden horse used to display harness and which had been considered a white elephant as far as selling went. The Indian paid the price asked and hauled it away, as pleased as a baby with a toy.

Editorials

Babson on Retailers IT HAS become a national habit to criticize the retail merchant. It is highly en-

couraging therefore to find some prominent man who has a more healthy view of the situation.

In a recent bulletin, "Truth About the Retailer," Roger Babson says some interesting things. Here are a few of the highlights:

"Offhand critics are fond of knocking the retailer as a man of limited foresight and ability. We do not agree with this view, but even if it were true it would be far better to help him than knock him. Moreover, if he really is a lightweight, then so much the worse for the manufacturer, because his success or failure lies in the hands of the retailers who sell his goods."

"The government is spending over \$100,000,000 a year in research to help the manufacturers and farmers, but it has never even taken a census of the retailers. We have applied all that science and human ingenuity have con-

CONTROL OF THE PROPERTY OF THE

tributed to production, but we have let distribution look out for itself."

"The greatest need of business today is that we give as much help and support to the retailer as to the producer. Supplied with the same statistical information and backed up with the same assistance from government and private research, the individual retailer will make as much progress in his field as the producer has in his own."

sees a lot of unusual sales Salesman stunts that bring business. Old man Smith, for example, had great success with his vacuum cleaners. He sold a large number of them by an odd display and a good sales plan. The salesman tells you this story not merely because he wants to make conversation but because it will help you to sell more cleaners and therefore to buy more cleaners from him. He has heard of other experiences, and these, too, are at your service. Talk with him. Consult with him about your problems. He is, in a way, a business doctor, and

> the cures other dealers have found for business troubles and told him about may be made to apply to your store.

Your Jobber's YOUR jobber's salesman

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Is your basement good ballast for your business or will it cause your business to turn turtle?

The game of "hide-and-seek" originated in the basement of a disorderly hardware man.

"Out of sight, out of mind," is not always true. Your basement should be an open book to your mind, not a closed incident.

It takes no prophet to foretell disaster when all the store profits hobnob with unsalable stock in the basement.

Frequent changes are as healthful for basement stock as they are for a new baby.

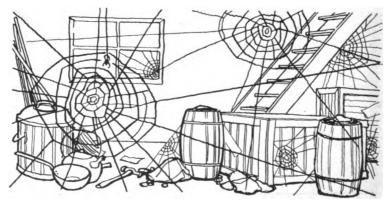
It would be a blessing to the careless hardware man if basements were as extinct as the dodo or the great auk.

Fortunate the merchant who has no business corns on his basement feet.

A basement was never intended for has-beens that should have been turned into cash, even at a loss.

When a hardware man is not on intimate terms with his basement, both dealer and business are often found_weak in the upper story.

Is your basement an asset or a liability?



Hunter makes business out of oil stocks and windmills

COLONEL DICKEY'S OPINION IS LAW IN WYNDHAM, BUT BUNYAN HUNTER MANAGES TO CHANGE HIS OPINION AND THE LAW

By Emmet F. Harte

ILLUSTRATED BY BERNARD WESTMACOTT

BREEZED into this town of Wyndham one gusty Indian Summer day. The regulation trade-marked brand of an Indian Summer day is supposed to be kind of basky and serene with a soft nimbus of smoky haze suffusing everything, and the gentle fragrance of goldenrod and ragweed and such like lingering in the air, and fat, ripe pumpkins dotting the fore-But Wyndham happened to be located out in the prairie country where the wandering zephyrs have a free sweep, so most of the still weather they have is on the picture post-cards of the new Methodist Church. They tell stories about how the wind would blow a sheep up against the side of a barn, in the early days on the high prairies, and hold it there until it starved to death: also about the wind blowing a grindstone full of dry straws stuck in end first. I've never actually seen these things done. And some of the natives carry a good many pounds pneumatic pressure. Nevertheless, it's an airy country.

Wyndham is a pleasing settlement with wide, well-ventilated streets and houses scattered around in the open. There's a block, or two blocks of brick business buildings and an atmosphere of activity and prosperity.

Having spotted with unerring eye the one hardware establishment there, I parked my Blue Bug speedster, hopped down and entered. Brisk informal ceremonies of mutual introductions brought forth the following facts: The store was owned and operated by one Clayton O. Dimbly, a guileless and happygo-lucky soul with maroon whiskers, a slight stoop in his attitude, physically and mentally. but an enduring faith in the future and the Democratic party as the means provided by an all-wise providence for the solution of every human ill. Business wasn't sufficiently rushing to interfere with the amenities of conversation. We "visited" pleasantly for several hours.

"So you're one of them there efficiency experts," Dimbly cogitated more or less admiringly. "Well, now, Mr. B. Duckworth Hunter, D.D.B., just glancing

around with a quick look at everything, what would you say my outfit needed to make things hum?"

"Why," I replied, "that's too easy. Your most noticeable need first of all is to engage the services of B. Duckworth Hunter, D.D.B.—which means Doctor of Debilitated Businesses. Then, after we've got together on a basis of mutual benefit and pecuniary profit, I'll guarantee to bring about the buzzing sound you mentioned."

He seemed sincerely amused. "I see. You ain't donating any advance information. I guess there's sense to that. Doctors

don't give away prescriptions for nothing."

"I do the next best thing," I reminded him. "If I don't cure the patient, there's no fee to pay. And if there is a fee, the well-known ultimate consumer pays it. All you got to do, Mr. Dimbly, is to sit pretty. Jones pays the freight."

"All right, get busy," he said. "You can hang your coat here."

"I don't need to take off anything but my hat," I assured him. "My working parts are all above my ears."

He thought well enough of that sally to snicker at it.

I made a professional survey



"So you're one of them there efficiency experts," Dimbly cogitated

and diagnosis of the store. X-ray and bacteriological tests, and so on. The patient seemed fairly hale and husky. But no doctor lets himself become discouraged when that happens. If the trouble isn't physical, it can be made to appear mental. Treat 'em for hallucinations, or, as a last resort, for the delusion that they're not suffering from hallucinations.

DIMBLY'S stock of miscellaneous hardware, fencing, guns, ammunition, fishing tackle, builders' supplies, and sideline of agricultural implements, was well assorted, neatly arranged and displayed-in short, admirably chosen and up to date. No difficulty there. All right, what Upon examination I next? found that his business was largely cash or gilt-edged, shorttime accounts, with little or no mail-order competition to hurt him. From the general outlook, everything considered, time of year, state of crops, industrial unrest, political prospects, and all, friend Dimbly probably was getting his share or more of the business going in his particular line. He had a fat little balance in bank and no outstanding bills to disturb his tranquil slumbers.

Did he advertise? Was he progressive and obliging, held in friendly esteem by the community. He did, and presumably he was. Then I had my mind diverted momentarily from the exigencies of the case by running a-foul of Colonel Archibald Dickey. That is, I collided with the Colonel's reputation at

first. Later, I came into personal contact with the distinguished gentleman. He was the king pin of that section.

I gathered that he was a kind of neighborhood oracle, popular idol, counsellor, and auditor of public opinion. When he sniffed, all hands promptly sneezed. When he handed down his decision as regarded a matter, momentous or minor, the thing was definitely settled for good and all. He was the belled goat who led the Wyndham sheep flock. Everybody considered his opinions infallible.

I overheard Dimbly talking to his clerk, who was called Bill. I can't help envying anybody whose name is good old safe and sensible Bill. That's a heman's name.

"B ILL," said Dimbly, "did the Colonel like that patent-weave hog fencing we sent him the other day? Or did he mention it when you was out there this morning?"

"Yep, he mentioned it. Said he liked it fine."

"Good. We oughtta sell quite a bit of it, then. I'll order some more right away."

During the next couple of days I caught other inklings of the Colonel's decided influence, pro and con, in that community. It was the Colonel said this, and the Colonel did that, and what was the use of further clack after he'd said or done it. The Colonel's arbitrament was evidently sufficient. Pretty soon I was permitted to enjoy a glimpse of the community's sacred tri-

bal over-lord. He was a kind of chunky, red - faced, convex-fronted, little man with a puff-ball system of logic, a large white, Mason and Dixon felt hat, and a snowy mustache and goatee. Funny how when Nature fixes up a character, she usually gives him a rôle to fit

of those machines that fall down and do a contortion stunt when you turn round at the end of a corn-row. The prospective buyer seemed to be favorably impressed. Then in sauntered a person with the above-described earmarks of importance sticking out all over him. I



—or is it the other way round? you say. I'm just an historian.

Anyhow, I'd gone over to the implement shed where Dimbly kept his bucolic paraphernalia, to have a look around; Bill was there trying to sell a customer a muley cultivator, one

knew instantly that no less than Colonel Archibald Dickey was before me.

He beamed graciously upon all present. He looked at me, tolerantly and unemotionally, much as a pedigreed bull might notice a yearling calf that had strayed into the pasture. The whilom cutivator-buyer wagged his tail adoringly at the Colonel.

"Jest figurin' on investin' in a new weed-killer," he explained. "What do ye think of these here dehorned ones. Colonel?" Maybe he'll listen to me next time."

"A good windmill is like a good wife," I commented. "It's hard to realize how valuable they are unless you have one. Then you find that they're ab-



"Wouldn't have one as a gift," said that gentleman unequivocally.

"H'm—I reckon, I'll take a look at something else," the man told Bill.

I exchanged the usual meteorological inanities with the Maharajah of Wyndham. I had previously observed a row of new windmills ranged along the warehouse wall. Looked to be about twenty of 'em, all-metal, rust-proof, ball-bearing, standard makes and sizes.

"Tee, hee," giggled the Colonel. "I see Clayt has still got his collection of white elephants. I told him he wouldn't never sell them whirligigs when he bought 'em, but he went ahead.

"Woof, woof!" he puffed.

"I don't agree with you, seh. I've not got a one of the silly things on my ranch. I don't expect to have, either," he added. I took it for granted that he referred to windmills, not wives, though he didn't specify.

"Clayt wouldn't take my advice, and he's got 'em all yet."

"He's got his oil stock yet, too, Colonel," Bill said banteringly. "You advised him to buy that, didn't you?"

"Poosh!" snorted the Colonel.
"You can't never tell when that stock'll bust loose and make Clayt a millionaire. That's the beauty about oil stock. It—"

Meanwhile I was unravelling

the tangles of Colonel Dickey's psychology. Sizing him up like. I'd got him placed. He was one of these birds that heartily indorses the things he thinks of himself first. If the other fellow thinks 'm up, however, that alone is proof enough that they're on the bum. But the main thing was that he had some kind of a rabbit's foot, so the rest of the community would kow-tow to his opinions.

ERY well, if that was the case, the thing to do was to attach a guide rope to the bellmule. It was up to me to compose a nice little tune for my pied piper's flute that would make the Colonel prance and dance when I tooted.

I perspired freely over that task. Above the ears, of course.

With the running-gears of a far-fetched plan rattling around inside my steam dome I began to rest my mind by talking to Dimbly.

"This Colonel Dickybird man is kind of soft on the subject of oil stocks, isn't he?" I asked. "I suspect that a smart bluesky dispenser would find him easy picking."

"Well, he is prejudiced somewhat in favor of oil shares," Dimbly conceded. "I reckon he admires the pretty printing on 'em. I bought some shares once," he snickered. The fact had lost its sting, evidently. "A hundred shares at a dollar a share. Par value, ten thousand dollars. You wouldn't want to invest the price of a couple o' tourin' cars, or a package of

cigarettes, or such matter, in the said holdings, would you?"

"I'll consult my attorneys," I countered. "Let's see the stock, please."

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He delved around in his antiquated, babbitt-metal, fire-proof safe and brought out the certificate. It was all curly-cued and decorated up in two colors and called for 100 helpings of Sunperch Developing and Refining Company's juiciest, duly accredited to Clayton O. Dimbly. He snickered again. He even confessed that Supperch Oil wasn't what he was banking on to make him rich, which was considerable for Dimbly to admit, being a consistent optimist. He offered to sell me the whole lot, if I felt in a biting humor, at one cent a share, on deferred payments.

"A LL right, I'll take a chance," I laughed. "Here's a dime to bind the bargain. Sign the works over to me." While he did so, I talked real business. "How about that lot of windmills over in the warehouse?" I queried. "Would you like to unload 'em?"

He pricked up his ears like a mettlesome steeple-chaser. "Wouldn't I just— Say, sonny, if you can sell them twenty windmills for cost, the Grand Tin Cross of the Order of World Wonders is yours for the asking."

"I expect to sell 'em at, say, twenty bones profit, old timer." I came back. "On our fifty-fifty profit-split agreement, that will be nice for me. Twenty times



Absolutely New and the Best Fun in the World!

Speed! Thrills! HAT do you suppose mothers and dads are thinking about around Christmas time? Put a Ski-Sled in your window! How about the kids themselves—just let one see a Ski-Sled and there will be an epidemic. No more expensive than an ordinary sled but a hundred times more exciting sport. Think of it, fifteen to twenty miles an hour on level ground.

Grown-ups enjoy them just as much as the kids, so Ski-Sleds come in three sizes, small (for children), medium and large.

Ski-Sleds are rakish looking crafts with an oak seat mounted on all steel skis. Nothing to break, no upkeep and the initial cost is small enough for everyone. They can be folded up and carried under the arm.

Prices on request to Jobbers and Dealers.

Introduce them in your town—watch the kids gather in front of your window. Use one yourself for making small deliveries. Write us to-day, giving name of your jobber.

Ski-Sled Company

14 E. Jackson Blvd.

Chicago, Ill.

ten is two full companies of iron men."

"Bully," he said. "I doubt if you can do it, but I'll try my dangdest to believe you can."

BADE him be of stout heart and unafraid, and drove out to hob-nob with His Magnanimity, the tribal lord of Wyndham. A brisk forty-mile zephyr was blowing. Ideal windmill weath-But I carefully eschewed subject of windmills. talked about oil-wells. It was a topic dear to his heart. discussed all the famous oilfields of history, geography, and get-rich-quick romance. talked gushers and lakes of crude petroleum and oil cataracts and the stuff that made financially Rockefeller pendent until our tongues gummed. The Colonel brewed some lemonade and we pledged each other to a long life full of quick strikes and plethoric winnings. Colonel Dickey showed me his collection of wildcat stocks. He possessed almost a million shares on chromatic certificates that I was reasonably sure weren't worth the price of the postage it would take to mail 'em to the nearest R. F. D. box. But he believed in 'em with the childlike trust of an He was a true incurable nut. collector: he collected oil stocks for art's sake.

When the proper dramatic moment was ripe I gave him a peep at my hundred shares of defunct Sunperch. His eyes lit up with a kind of green glow. He wanted that hundred shares

for his own collection; a blind man could have doped that out with his tin cup. After we'd partaken of a light repast and refreshed ourselves with further lemonade, we unearthed a new oil field or two down in Mexico or Asia, maybe, and sprayed the air full of oleaginous dollars for another hour or two. about sundown, my host began to edge out sly feelers touching up whether or not I might be tempted to dispose of my Sunperch holdings-at a not too exorbitant price-

I danced ahead, playing my pied piper's witching music. He danced merrily in my wake, bewitched by oily strains. Then I abruptly lost interest in oil and oil-stocks, to become all agog about windmills.

THE truth is," I confided confidentially, "I'm a windmill expert. That's my real mission here in Wyndham. I'm conducting a campaign of education to spread the scientific and economic advantages and cheapness of aerodynamics. Wind power is—"

"But while we're on the subject of oil-stock," he interposed. "Those shares you have, now, young man——"

"The most wonderful feature of wind power pumps," I resumed, "is the comparative negligibility of all operating expense after installation. An all-steel mill is practically indestructible and automatic in its working. As a labor-saver—"

"Of course, I'd be taking a (CONTINUED ON PAGE 64)



MILLER

Heavy Duty Padlock Assortments Nos. 960, 961, 962

These new Assortments consist of 1/6 dozen, 1/4 dozen and 1/2 dozen each of the fifteen Heavy Duty Miller Padlocks and attractive Steel Display Panel (measuring 21 by 91/4 inches) as shown.

> Order through your jobber and ask us about our Padlock Selling Plan.

MILLER LOCK COMPANY PHILADELPHIA, PA.

Say you saw it in GOOD HARDWARE



Sell a Winner!

Nestor Johnson's lead in selling power because they win on the ice. They are the famous tubular skates worn by champions everywhere. They give you such selling arguments as the one-piece, bell-construction heel and sole cups—beautiful balance—beautiful appearance—quality which maintains their leadership. Be ready for—

National Nestor Johnson Week December 1st to 10th

Order your skates—get your window trims—and start this season with the skates that bring volume and quality business both. Write for details—now!

NESTOR JOHNSON MFG. CO. 1239 California Avenue, Chicago

NESTOR JOHNSON

TUBULAR SKATES

Used by Champions for 30 years

Turn Expense Into Income

With the installation of a McCaskey System you can save two dollars out of every three you spend for keeping your credit accounts.

Look at your expense problems in the light of increased income possible where you adopt efficient methods which cost less and accomplish more!

How can the McCaskey System save you \$2 out of every \$3 you are spending for bookkeeping today?

By "One Writing"—the modern method of writing but once instead of three times every entry.

By saving the time and bookkeeping cost maintained by three writings, daily triplications.

By stopping the errors due to posting from daybook or salesbook to ledger and to monthly statements.

By putting an end to forgotten charges which occur and re-occur with frequency in any store which does not operate by a system which insures making the entry before the sale can be completed.

By eliminating all disputes with customers over accounts. McCaskey users do not have disputes. Their customers are satisfied. They are never called upon to make readjustments.

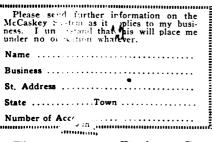
By making it easy for your customer to pay you. He knows and you know the balance owing on his account at all times. Every account is always totaled and balanced ready for settlement.



The entry of every charge purchase is made but once, as above.

-
P. DENNEULITE CA. RABERMARE, REPLEMENTS TOWN 27 PAIR COUNTY 17 10 10 10 10 10 10 10 10 10 10 10 10 10
56 40
· Francisco
Ĺ.

From the McCaskey Register the amount owing is added to balance the account to date at the time of each purchase.



The McCaskey Register Co.



Twenty customers' accounts are visible at one time when the McCaskey is open—They are balanced to date.

Reputation as chef helps cooking utensil sales

(CONTINUED FROM PAGE 11) ill-becoming a well brought up hardware salesman because Benny, with his dinner, will cause a dining room full of eaters to exclaim, "Whoever did this?" And the next day half a dozen limousines will draw up before Kiefer's and half a dozen chauffeurs will enter and call for this and that, "like Mrs. So-and-So had at her dinner."

Week-end diversion

Evenings, Saturday afternoons, and Sundays are spent in pursuing his art in his blue and white kitchen with its shelves of glossy Dresden ware -a replica of the old European kitchen where his mother used to roll strudel in the huge cheese cloth. Putting on apron, cap, and coat he surrounds himself with dozens of the delicate tools his artistry. From drawers he takes utensils that probably few cooks have seen or heard of. And with these nests of cutters, decorating knives with their corrugated blades, scalloping forks, corkscrew potato curlers and the others he prepares dinners.

This poet of the pantry's taste for cooking goes back half a century and across the Atlantic to Mecklenberg and to his mother, who was chief of the kitchen for noble families, and to his uncle Bernhard, who was the chef in the palace of a duke.

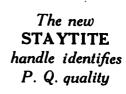
In the forty years that Benny has lived in America and Milwaukee he has returned half a dozen times to "swap" recipes with his Mecklenberg relatives and he went again this year.

And sandwiched in between the recipe trips he places dozens of orders. For scores of people have commanded him, "Just bring along with you anything you see that you think I should have!"—Benny knows!

Business a fine game says British Lord

Lord Leverhulme, one of the richest and most successful business men of England, says, in regard to his business: "My maxim is that business is the finest game in life. It gives greater opportunities for skill, patience, and endurance, tact and judgment, than any other game the wit of man ever de-It is the only game I know: and if one can be found better for health, better in service for my fellow-men, more exciting and interesting for the player, or that cultivates the higher qualities to a greater extent than business, then I will leave business and transfer to the better game. I have tried many games - including golf. tennis, cricket, football, shooting, vachting, riding, and walking, but I have never found a game superior to business. Like all games, however, one must take a pleasure in it, otherwise one cannot carry on. A man who regards business as a toil and an irksome and irritating occupation forced upor him as a means of earning a livelihood will never take plessure in it.





As further evidence of our constant effort to maintain highest quality in every part of Pennsylvania Lawn Mowers, note the new handle on all our lawn mowers.

This patented, steel-braced, hardwood handle cannot work loose—because the compensating brace accounts for any slight shrinkage of the wood.

The special shape of this new handle makes a distinctive mark that identifies at a glance all "Pennsylvania Quality" Lawn Mowers no matter what the brand name may be.



Who's going to get the lion's share at Xmas?

(CONTINUED FROM PAGE 18)

merry. His antics were clumsy and laughable, although they were not studied in the least. Of course the bear did not make any attempt to walk on all fours and did not attempt to hold conversations with the children.

At other hours of the day Mr. Teddy Bear walked around the store carrying a doll or other large toy, drawing a wagon, pushing a doll carriage or rid-

ing a velocipede.

Variety and greater display can be had with a family consisting of two large bears and a cub or two. The plan can be carried out in the same manner, or a white suit might be used and a young and pretty girl, whose identity should be carefully guarded until Christmas Eve. could take the part of the Teddy Bear. Just prior to the closing hour Teddy could hold a reception in the tov section, when her identity would be revealed. Quite an effect can be obtained if the girl is young and pretty and if customers have been invited to guess who has been masquerading as the bear.

The child's good will counts

Another always effective method of gaining the good-will of children, which forms a powerful hold on adult business, is the use of the neighborhood or community Christmas tree. The Evers Hardware Company, of Denton, Texas, has had unusual success with this method a comparatively small cost.

"It has been the most successful holiday advertising we ever did." said Mr. W. E. Evers. "We announced that presents would be placed on the tree for all youngsters who wrote to Santa Claus, care of the Evers Hardware Company, what they would like for Christmas.

Santa builds mailing lists

"Getting these personal requests for a hundred and one items in our line, we could go straight to the parents and make many extra sales. These presents for the children were sent home for them, and not put on the tree, as it would appear that some were getting more than others.

"Small appropriate presents, including nuts, candy and raisins, were prepared for the children whose names were on the list, and the tree was announced for 9 A.M. two days before Christmas. The resulting crowd not only brought added business but also helped to distribute the rush of the last two days of holiday business. Each gift was tagged, in green or red, with a sign that read, 'Do your Christmas shopping at Evers!' first year only three hundred letters were received from children. The next year there were about a thousand."

Merchants who do direct-bymail advertising find that Santa Claus can do a particularly worth-while job for them at Christmas time. A merchant in a western town sent a live Santa to the various schools in town at recess time. Santa carried a

An Exclusive Feature and a Trade Mark Representative of Quality and Dependable SERVICE



Shoulder to shoulder, the one supporting the other, Myers Glass Valve Seat Pumps and the Myers Trade Name and Trade Slogan, "Take Off Your Hat to the Myers," have had an important bearing on the production and statistics.

successful distribution of Myers Pumps for Every Purpose.

Down through the years, forging ahead at every turn of the road, Myers Pumps, Hay Unloading Tools, Door Hangers and Store Ladders, fortified with many exclusive features, have acquired a sales value which has not only won and held the favor of both dealers and their customers, but has made the name MYERS synonymous of dependable service—a mark of real quality and one that is a genuine trade asset to Myers distributors.

Put Myers exclusive improvements in both design and construction, behind which stands the Myers reputation for Quality and Dependability, on your sales force and let

them bring more business to your door.

A Myers representative will see you personally, or we will quote direct, at your pleasure. Catalog and literature on request.



The F. E. MYERS & BRO. CO. Box 311. ASHLAND. OHIO

Ashland Pump and Hay Tool Works

stack of advertising pamphlets and a few inexpensive souvenirs which he gave away as gifts and prizes. In return he took down the names of parents and of their children and thus managed to get a live mailing list which was of great value in bringing Christmas business to his emplover's store. He described, in glowing terms, the toy department at his store and advised the children to bring their parents to see it. The children's urging, together with the form letters and advertising folders which the store brought hundreds of visitors who might otherwise have gone elsewhere.

Photos of homes that bought its furnaces

A firm of California hardware dealers has found that a display of pictures of the various homes in which it has installed new furnaces has a certain good effect on prospective customers and is a valuable help in clinching sales. "What we've done for others, we can do for you," seems to be the idea.

Every home in which they install a furnace is photographed. The pictures are mounted on a large board and displayed in the furnace department and occasionally in the windows. The name and address are given under each picture. When a prospective customer comes in to look over their line of furnaces and wants to know where these are being used, the salesman turns to these pictures,

Bigger profits ahead in paints and varnish

(CONTINUED FROM PAGE 31)

this work, but why not make a few colors in a lower-priced grade? The problem will still be simpler than it now is.

Of course you will say that a man will not buy the same finish for his automobile as he used on a gas engine unless it is camouflaged. Probably not at present, but why not? cause in too much of our paint talk and advertising we have put all the emphasis on the fact that this particular product is specially and exactly made for that particular purpose, inferring that for any other particular surface, a paint must be specially and exactly made to meet that specific use. We have put so much emphasis on talking about a special paint for one particular purpose that we neglected the real paint idea of mentioning and playing up all of the purposes for which a paint can be used.

There is no reason why the public cannot be taught to use a utility paint or varnish product for a variety of uses. has been done in other lines. Let us illustrate by taking a nationally advertised polishing wax. The various uses for which it is recommended are: "floors, linoleums, furniture, phonographs, woodwork, leather, shoes, automobiles, and There is a big gap between floors, phonographs and automobiles, but the same wax is used on all of them with a





The World-Famous Line Includes

"Boycycles" "Pedi-Cara"

"Cyclets"

"Girlcycles" "Pedi-Cycles"

Built Like Bicycles

Tubular Steel Bicycle Frames Bicycle Enamel (Redient) Bicycle Finish (Redient)

Tangent Bicycle Spokes
Ball-Bearing (Rat trap) Pedals
with Rubber Tread Catalog and prices on request-please state name of your jobber

1-inch Cushion Rubber Tires Ball-Bearing Wheels Bicycle Handle Bars Heavy Rubber Grips Bicycle Spring Saddle Nickel-Plaited Trimmings

STEINFELD, INC. Distributors 116-120 W. 32d St., NEW YORK

feeling of safety on the part of the consumer for the simple reason that the manufacturer and the dealer have been talking and advertising the general usefulness of this wax. Wouldn't the manufacturers and dealers have a nice job on their hands trying to sell a special wax for each of these different surfaces? If a woman can be taught that a polish used on her shoes or her floor is good enough for her can't people be phonograph, taught that an enamel good enough for an automobile is also good enough for pieces of lawn furniture or a gasoline engine? It is being done in other lines and should be done in this.

What the dealer can do

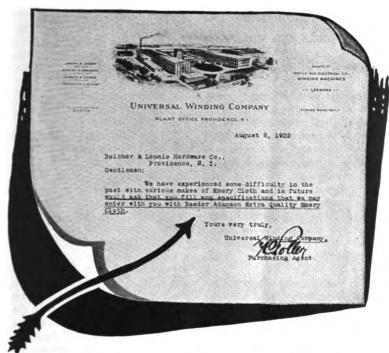
What can the dealer do about this problem? The solution rests largely with him. It is an open secret that manufacturers often put out paint from the same pot under different labels. They are forced to do it.

The dealer should begin talking about the many uses for which such finishes as auto enamel, varnish stain, inside floor paint and outside house paint can be used. He should carry only the necessary colors and sizes and should gradually eliminate the unnecessary ones. He should bring pressure to bear, individually and through his associations, on the manufacturers asking them to mention more uses on the label and the literature of the standard lines. It is our guess that manufacturers will be more than willing to cooperate with the dealers and eliminate from their

catalogues parallel lines and duplications. At present manufacturers are more or less helpless until the dealer shows a willingness to cooperate. The saving is just as great and vital to makers as to dealers.

When the paint and varnish lines are once standardized there will be a great saving to the public and more profit to the dealer. If through standardization each hardware dealer could reduce his inventory by only \$100, it would release for other uses more than \$4,000,000. Six per cent, interest plus 4% carrying charges \$4,000,000 amounts to \$400,000 in cash each year. This amount is lost by the hardware dealers alone, to say nothing of the loss department paint stores. drug stores, jobbers, warehouses and manufacturers. This waste can be prevented. Standardization of the paint line, the selling of utility paints and varnishes, and the promoting and advertising of a variety of uses for each product instead of an especially made product for each surface or use, form a good basis for a beginning. The consumer, dealer, manufacturer, salesman and trade publisher each has a part in the solution.

EDITOR'S NOTE: Since this article was written we have been informed that a Committee representing dealers, manufacturers and the Department of Commerce has met at Washington for the purpose of discussing standardization of the paint and varnish line.



Nothing we could say about Baeder Adamson quality is so convincing as the written demand of the buyers of Abrasive Papers and Cloths that jobbers or their dealers must supply them with

B-A or Equal

BAEDER ADAMSON COMPANY

Hunter makes business out of oil stocks and windmills

(CONTINUED FROM PAGE 52)

chance on ever making a penny out of my investment, if I bought that hundred shares of stock," he ruminated, "but that'd be my lookout, not yours——"

"A machine such as I advise, with an almost frictionless turntable, latest reefing gear, bed-plate, and truing spider, is the only one a sensible man will consider. I am partial to direct stroke system and short tower equipment in all open country—"

"Er—ah—would you even consider selling your stock?" he ventured.

"Well, I'll make you a proposition, Colonel," I said,

I made it. He shot skyward like a runaway balloon—and came back down. A collector is a collector, no matter whether he yearns for cancelled postage stamps, old coins, old masters, spider-legged furniture, or oil stock certificates.

JUST before Dimbly locked up the store for the night, I buzzed up, hopped down, and floated into his presence.

"Can you spare Bill tomorrow morning?" I enquired casually. "I'll need him to help me for a few days, setting up windmills." I placed a check for three hundred plunks in his limp hand in token of good faith.

He goggled at the signature. "Wh-what? Colonel Archi-

bald Dickey! He's bought

"He bought three," I smiled. "Three windmills for his home ranch. He needs 'em."

"Well, I'll be danged!" Dimbly murmured reverently.

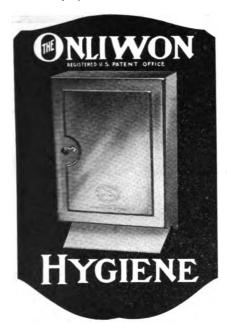
THE tale of the windmills draws airily to a close. The rest was like shooting fish in a land-locked pool. While we were installing the first three mills we sold five others to interested passers-by. By the time those were spinning blithely in the breeze, Dimbly's row of white elephants were being decimated at the rate of two or three a day. All were sold to enthusiastic customers, permanently set up, and flicking their tails in the autumn monsoon, by the time my allotted period of business rejuvenation was completed.

I settled up the score with Dimbly and stowed away my pro rata in my inside pocket. I hadn't done so bad in Wyndham, even if it was a kind of tag-end of the dull season. I shook hands, wished my late employer the felicities of the future, and moved to depart on the open highway to fresh adventures in the great world of barter and trade.

"There's one thing I never got figured out," he mused. "And that's how in dangnation you worked it to sell the Colonel them three windmills to start it."

"I'll tell you," I grinned. "I made him a proposition. He's a nut about oil stock and simply had to skin me out of those hun-

(CONTINUED ON PAGE 68)
Digitized by COOGIC



Display Makes Sales

So we were told by a New York dealer near the Grand Central, who found that mere display of Onliwon Toilet Paper Cabinet brought profitable sales.

And here are the reasons:

The Onliwon Cabinet is attractive, being finished in porcelain, nickel or white metal (silver luster) so as to blend with bathroom equipment.

The Onliwon Cabinet is novel. The housewife is immediately interested in new equipment that will improve her home.

The Onliwon Cabinet is sanitary. It protects the toilet paper from dust and handling and delivers just two sheets at a time.

Why not order a few Onliwon Cabinets as an experiment and set up just one on your counter where people can see it and ask how it operates. Attrac-BY INVITATION tive folders are furnished for free distribution.

Write for latest prices

A. P. W. PAPER CO.

Department B

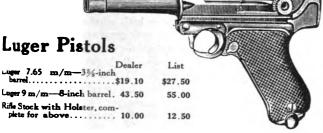
ALBANY, N. Y.



MAUSER PISTOLS

Maus 25 Calibre Automatic Pistols 25 Calibre Vest Pocket Mode 32 Calibre Automatic Pistol.	el., 10.00	Stols List \$16.00 15.00
HOLSTE Mauser Holster, either calibre\$ Luger Holster	ealer 7.20 per do	List z. \$1.25 z. 2.50
HIGH GRADE ARMY IMPORTED F Complete with carry case, limi stock available	Dealer ted	ASSES List \$16.00
Mauser R. 1906 Model as illustrated. Matted rib. Half Octagon barrel. Fine Walnut Stock	Dealer	List \$70.00
1906-P Model. Same as above Plain Walnut Stock. Round barrel. 1906-F Model. Walnut Stock to muzz 20-inch round barrel	zle.	80.00 85.00

& LUGER & RIFLES



STOEGEROL

Army and Navy Gun Oil
The Best Gun Solvent, Lubricant and
Rust Preventative

Dealer \$7.20 per doz. List \$1.00 per can

SIMSON Precision 22 Calibre RIFLES

 List

6.50 \$10.0

A. F. STOEGER

BOS West 49th Street, New York Sole Authorized Importer for U. S. and Canada

(CONTINUED FROM PAGE 64) dred shares of Sunperch you signed over to me. If he hadn't been able to add that chromo to his collection, he'd 've died a disappointed man. So I put it up to him like this: I'd sell him the hundred shares of Sunperch for three dollars a share and throw in three windmills as a bonus, or I'd sell him three windmills at a hundred bones each and present him with the oil shares. He decided to buy the stock and accept the windmills. That's the whole secret."

Dimbly shook his head despairingly. "I guess I don't know the game you play," he sighed. "It has too many kinks in it for a slow thinker like me."

BUT a week or two later, far to the south, I saw this headline in a newspaper. It captioned a press dispatch: "SUNPERCH DEVELOPING AND REFINING COMPANY MAKES GOOD. A 2,000-Barrel Gusher Is Brought In. Believed that a rich new field has been struck. Sunperch stock is sky-rocketing. Shares that had been considered worthless will make their owners rich."

I didn't read any further. That was enough.

And to think that I'd actually owned the stock once myself, too. I wasn't particularly overjoyed at seeing myself just then.

EDITOR'S NOTE: The next adventure of Bunyan Hunter will not appear in the December issue but our young friend will be seen again in the pages of the January number of GOOD HARDWARE and in every alternate issue thereafter

Sells refrigerators in the winter

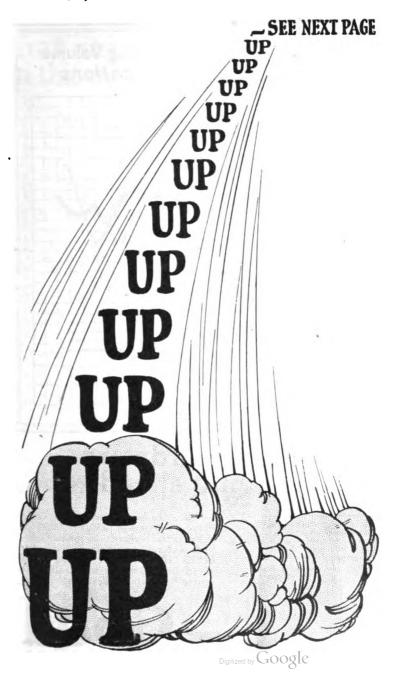
You've heard about the salesman who could sell pants to the Scotch Army and toothbrushes to the inmates of the Old Folks Home, but here is a hardware dealer who has him backed clear off the map.

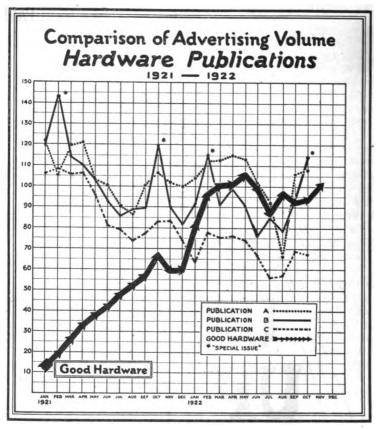
During the coldest part of the winter when people bundled up and hurried along the streets, this merchant started to sell refrigerators. He put in a full display in both windows featuring his refrigerators. A sign across the door calls attention to the store as "Refrigerator Headquarters."

This display was so unusual that housewives called their friends on the 'phone and went downtown to see the freak display. Crowds gathered about the window. The newspapers carried stories about the display, and all of the customers who came in the store remarked about the display. This curiosity was aroused largely because of the unseasonableness of the display.

No attempt whatever, except the window display, was made to sell a single refrigerator. In the Spring, the same display was put in the windows and the sales force began selling refrigerators in earnest.

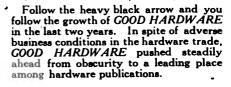
The store really is the "Refrigerator Headquarters" of the city now. Frequent window displays, newspaper ads, and circulars are selling the whole community on this store as the place to buy a refrigerator.





How Good Hardware is forging ahead

The curve on Publication "B," which is a weekly, indicates average number of advertising pages per issue for each month.





-Good

A record that stands unequalled in the entire hardware field

During a period when advertising volume in other hardware publications showed a steady decrease, in keeping with the trend of the times, GOOD HARDWARE made a record of growth that has never been equalled in the hardware field.

Why was GOOD HARDWARE able to make such rapid strides when most advertisers were cutting appropriations? Why is it continuing to forge ahead at a rate that is unheard of in the whole history of the hardware business?

-Because it gives the hardware manufacturer something he has never had before. It blankets the hardware trade—it reaches 45,000 dealers and jobbers every month when the next largest publication reaches 21,000 stores, and the next less than 17.000—hardware dealers read it and like it because it is full of practical sensible information on how to sell more goods at a profit -it has a rate that is the lowest per page per thousand in the field—and it is bringing results for its advertisers.

NOTE Advertisers who place contracts now for 1923 can secure the benefit of the present low rates.

The Butterick Publishing Company (DIVISION)

Butterick Building, New York

Hardwa OF THE HARDWARE TRADE



in this	issue	The F. H. Reichard Mfg. Co. 120 Reliable Incubator & Brooder Co. 119 Republic Truck Sales Corporation. Second Cover Rhodes Manufacturing Co. 124 Ritter Can & Specialty Co. 75 Arthur R. Robertson. 125 Ross-Stevens Horseshoe Co. 120 The Ruby Chemical Co. 126
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It fits



the pocket

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They reach millions of paint users from coast to coast. They are "salesmen" actually building business for every dealer who handles Barreled Sunlight. No wonder the sales of this paint specialty have tripled in two years time!

Barreled Sunlight is a white paint which produces a smooth lustrous finish without the use of varnish. It will not collect dirt and can be washed like tile. Costs less than enamel, requires fewer coats, and is easier to apply.

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Factory and main offices
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Barreled Sunlight

THE RICE PROCESS WHITE

What do good roads mean to the hardware merchant?

THEY BENEFIT HIM BY BRINGING TO HIS COMMU-NITY ALL THE COMMERCE AND WEALTH AND POPU-LATION THE COMMUNITY CAN SUPPORT

By Ben Greeley

SOME years ago the citizens of a town in Missouri got together to discuss the question of better roads. Two or three of the more active ones had been preaching and arguing far and wide. The meeting had been a regular gabfest about this-and-that kind of road and was just getting to the "let's appoint a committee" stage when a local hardware merchant got up.

He said he didn't know what plan might prove best, but he was sure the local roads could be kept in better condition. For that reason, he would furnish the necessary steel facing free to every farmer who would agree to build a drag and use it on the road fronting his own farm. Then he asked for a show of hands on his offer. Then and there the good roads

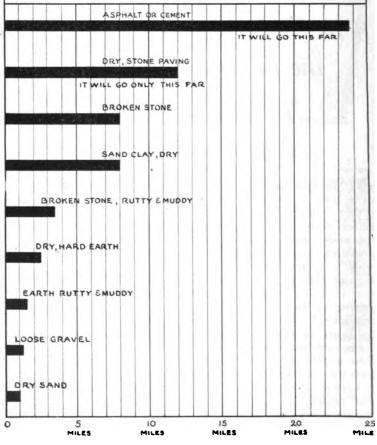
movement in that community was launched, because some forty farmers stopped theorizing and began their practical interest and education in road making.

Good roads bring trade

That hardware merchant (and this is a true story) was a public-spirited citizen, who did some real good for his community. But in addition to that, he was a far-sighted business man. He saw that good roads meant four big things to him as a merchant: first, that the better the roads leading into his town, the easier it would be for people to come in to make purchases; second, that good roads would enlarge his trade area-would make it possible for more people, residing at greater distances, to trade at

How far your Delivery Dollar will carry your load depends on the kind of road.

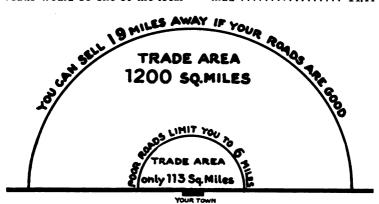
IF YOUR ROAD IS:



New York and Chicago real estate is so valuable because they have excellent roads leading into them. Suburban land values increase because good roads make the cities accessible. As the roads improve, the amount of territory to which you can profitably sell becomes greater and the farmers living in it become more prosperous because they can reach a market more easily. Point these facts out to your farm customers

his store; third, that all good roads lead to prosperity—the better the roads the better and bigger the town's chances for prosperity, and finally, he knew that as long as people continued to help fatten the pocketbooks of the mail-order houses, good roads would be one of the local

On broken stone road in	
good order	2.98
On sand clay road, dry	
and in good order	2.98
On broken stone, with ruts	
and mud	9.63
On earth, dry and hard	6.66
On earth, with ruts and	
mud	14.44



The amount of territory and the number of people you can reach depends directly on the kind of roads that come into your town and run past your store. The better the roads the more customers you can reach

merchant's most effective weapons in fighting for his townfolks' trade.

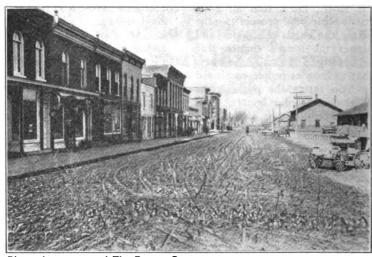
Good roads bring to a community all the commerce and wealth and population the community itself is capable of supporting. No more striking evidence of their value can be given than the following estimates compiled some years ago by Joseph H. Pratt.

This table shows various costs of hauling a given load a given distance by horse and wagon on various types of road:

On loose gravel...... 19.22 On dry sand...... 23.70

These figures mean just this: wherever an asphalt or cement road connects country and town, a farmer living 20 miles away will find it cheaper to take his load to that town than he will to take it over a broken stone road, even in good order, to another town only six miles away.

In other words, while a community with sand, clay or broken stone roads in good condition might draw commerce from an area of 113 square miles, the town with asphalt or cement connections offers a financial inducement to every farmer within an area of 1,200 square miles



Photos by courtesy of The Barrett Co.

Roads like that pictured above are a disadvantage because they make it difficult and expensive for farmers to bring their produce to town and for merchants to deliver goods out into the country

to bring his produce there. And this, of course, means that the farmer living some distance away now has a new market that is easily accessible to him.

It is a matter of record that in areas where the roads are during certain seasons, traffic at the railroad station at such times falls off by as much This falling off is as 60%. paralleled by a slump in trade at every local store. Asphalt. cement or other high-grade roads kept in good condition are affected only by deep snow. Barring the severest winter weather, the whole countryside can come in to ship or shop easily and quickly at all seasons.

The growth of big cities is making it necessary to go ever farther afield for fresh fruit and truck farm produce. Farmers will be induced to grow profitable products only when they are able to get them quickly and easily to shipping centers. The handling of such products and the increased profits paid to the producers both contribute to the prosperity of any community. And both of these conditions are dependent on good roads.

Farmers and people from small towns are accustomed to going long distances to make major purchases-farm implements, clothing, furniture, shoes, and the so-called shopping lines. With the automobile, plus good roads, it is easy to educate them to come considerable distances to get hardware, groceries, notions, piece goods and other frequently purchased articles. like manner, they can be educated to come to the motion picture shows, the band concert. and the other social events.



The same street as that shown on page 10. After it had been properly paved it became simple and inexpensive for merchants and farmers to use them for travel between farm and town. As a result farmers sell their produce more easily and merchants can do a better business

The value of good roads to a community is not limited to the advantages that good roads themselves bring. The public sentiment, the spirit of progressiveness that achieved better roads, immediately turns itself to the question of having better elevators, banks and terminal facilities for the handling of more commerce, better stores to attract and take care of the greater trade, better theaters, better hotels—in short, a better town

All these facts as to the advantages of good roads have been widely demonstrated and proved. The advantages of good roads are shared alike by the town and rural population.

It is unfortunate but true, that the countryman will not respond readily to the leadership of the townman. The high cost of hauling bears heavily on the farmer. The saving, by the use of good roads, is chiefly his, the gain to the town being merely that part of the gain which the farmer spends in town. Yet the farmer is quite likely to overlook these facts and to consider the whole thing a town scheme for the town's benefit.

Again, although the upkeep cost of good roads is low and their life proportionately longer (making the best roads cheapest in the long run), the initial cost of good roads is very reasonable.

For these reasons, a good roads movement must be skilfully handled. The more its leaders know about human nature and its frailties, the better for them.

There are two ways of getting roads improved: by getting the road commissioner to act or

by getting each farmer to improve the road in front of his own place. The first usually calls for political action, with a consequent increase of taxes. Unless a strong sentiment in favor of better roads has already been aroused, this method of seeking results is correspondingly hazardous.

Enlisting the farmer's help, therefore, seems the only feasible way, and in order to do that, the leading merchants in the community must point out to the farmer just how good roads are going to help him. All the arguments advanced above can be brought to bear.

The two essentials

Two necessary things, two very simple things, that show results at once, are dragging the road and keeping it drained. The first involves making a drag from heavy planks or logs, an easy job for the farmer, and the occasional hauling of this drag by a team of horses over his allotted stretch of road. The second includes the occasional use of spade or plow for a few hours and possibly the installing of a few lengths of a drain pipe in necessary places.

Undoubtedly many communities are sufficiently informed and interested in the subject to respond to a full-fledged, good roads program. But ordinarily, more can be accomplished by setting a score or a hundred farmers to work on the road with road drags, than by all the talk and argument in the world.

If yours is the average American community and if you need better roads, get together with a few of the leading citizens in your community and then get people interested in making those roads better by offering some practical inducement. Perhaps, like the Missouri dealer of whom I told you, you can offer the steel to get drags going up and down the road, or maybe you can get some of the citizens together to buy a scraper if the farmers will use it, or furnish drainage tile if they will put it down, or give the cement if they will build culverts.

The benefit is yours

Get them actually interested in roads—they have all seen better roads and those who have cars have probably seen the best roads. Pretty soon they'll begin to figure for themselves the difference between the bad roads they once had and the good roads they are all helping to make. Eventually you cannot help but reap a real benefit from this work.

Telling goods to "move on"

A hardware merchant who has seen his profits eaten up by slow-moving goods now puts the date of purchase in code, as well as the cost and selling price on all merchandise. Then at inventory time—or at any other time—he can tell which goods are moving and which are "stickers." As the most appropriate way of marking the latter, he chose a red label that is pasted on the boxes or on the goods. Red means "Danger—these goods must be moved quickly."

Proves that his ads have been paying

That persistent advertising pays is evidenced in the facts related by a Southern dealer, who says:

"We always used the same corner in our local paper. My partner claimed the outlay was an unnecessary expense, and, although I opposed it, we decided to drop the ad.

"A few days later a number of people came in for hammers which they said we were advertising at a quarter each. I knew we weren't advertising anything, so I looked into the matter and found that one of our competitors was featuring twenty-five cent hammers in the same space we had formerly used. And people just naturally came to us for the goods. We sold hammers that day for a quarter each.

"The same thing happened again in a few days on another item. And, believe me, my partner was just as glad as I was to get our ad back in the old position again."

Brushes and paints

People who buy paint or varnish in the store of the Kirk-Hutton Co., New Castle, Pa., and want to buy a brush, don't have to walk half the length of the store. The brushes are all sampled on display boards hinged to the uprights in the shelving. Alongside each brush is a card lettered with number

are kept together

and price. This method of display takes up no valuable shelf-room and leaves little opportunity for the salesman to forget to mention brushes.



How many of these knives do you think you can sell?

Here's a sportsman's knife worth \$4,500

Persons who have visited Ioseph Rogers & Sons at Sheffield, England, likely have seen the most wonderful knife in the world. It is known as the "Norfolk Sportsman's Knife." cost of manufacture was about \$4,500, and it took two years to make it. There are 75 blades. Many of them are ornamented with designs which are said to be the most perfect ever worked on steel. The handles are made of mother-of-pearl, and have carved on them a bear hunt and a stag hunt. This knife was made by William Rumford, of an old Sheffield cutlery family.

Specializing in marine hardware brings store constant progress

THE MORSS COMPANY OF BOSTON IS KNOWN UP AND DOWN THE NEW ENGLAND COAST AS HEAD-QUARTERS FOR BOATS AND BOATMEN

By Bernard G. Priestley

F a mariner stepped into the hardware store of the A. S. Morss Co., of Boston, and, in the same breath, asked for a tiny, rust-proof brass bolt and a ship's anchor weighing several hundred pounds, he would be able to obtain them both as quickly as he could buy a saw and hammer in any ordinary hardware store.

In fact the mariner would find it difficult to name an article commonly used on boats that the Morss store could not hand him in a few minutes. Moreover, if the mariner's shore boat gets lost, strayed or stolen while he is on his shopping trip, the Morss store can sell him a fully equipped boat for use in returning to the mother ship anchored in the harbor—and a compass, ship lantern and life preserver to go with the craft.

The Morss store occupies a unique place in the hardware field in Boston. It is known to thousands of yachting and boating enthusiasts as "the place where you can get anything you want in marine hardware or paints." According to the management, specialization in marine hardware is responsible for the store's rise from a small

establishment, founded in 1844, to its present large quarters and quite general recognition as doing the largest marine hardware business in New England.

Today more than half of the space in the store, the dimensions of which are 125 x 45 feet, is used for the merchandising and displaying of marine hardware and paints. One of the two large front display windows is used exclusively for the showing of marine hardware in season—from May until October. Special displays are also regularly arranged on stands and counters inside the store.

Mariners know the store

The store has built up such a reputation for being headquarters for marine hardware that its notices and bulletins calling attention to articles it is offering at regular or special prices are welcomed in the rooms of fortysix well-known yacht and boat clubs in Boston and vicinity. Nor is the reputation of the store confined to persons who take to the sea only for pleas-A fisherman seeking an oarlock for his dory is just as likely to be the next customer to drop into the store as a yacht Digitized by GOOGLE

14

club commodore desirous of buying a thousand dollars' worth of fittings for his new racing craft.

This reputation, however, has not been built up at a sacrifice of the trade of people desiring the general run of hardware. The store pushes lawn mowers in the Spring and snow shovels in the Winter just as any other hardware store in a similar climate does. The stock of general hardware is kept complete and up-to-the-minute throughout the year.

Thorough and constant study of what the lover of water craft desires in the line of equipment. fittings, supplies, etc., and the effort to have what he wants when he calls for it, is an outstanding feature of the store's merchandising policies in the marine hardware field. Morss Company tells the seagoer that it has what he wants by means of advertising in local newspapers and other publications that reach this trade. Noare frequently sent out to customers to remind them that the store continues to carry all kinds of hardware and paints for marine use and to call their attention to certain articles that they might be desirous of purchasing.

The man—or woman—who is interested in anything having to do with water craft finds it difficult to get by the marine window displays of the store without pausing to look them over. In-



One or more boats are always on display in the Morss store. Below is a part of one of the marine hardware counters

Digitized by GOOGLE



A part of the interior given over to marine accessories

variably there is an "eye-catcher" in these displays. Often this "eye-catcher" is connected up in some way with a current event in which the boating enthusiast is interested. For example, when an American boat is entered in some international competition, an exact model of the craft, when it is available, is placed in the window of the store. A man who is very skillful in building miniature craft spends much of his spare time working on models for display inside the store and in the marine window. Some sort of interesting miniature boat is almost always displayed in some part of the store.

In proper season the store has a good-sized rowboat or canoe displayed in the centre of the store, where all who enter must see it. These displays of fullsize craft create no end of comment and interest, for where is the lover of the sea who can resist examining and talking about even the smallest kind of a usable boat? Not only do these displays lead to the sale of boats and canoes like those shown, but also to the sale of a lot of supplies and equipment, such as oars and oarlocks, cushions, life preservers, chains, ropes, and other accessories.

The store does a particularly large business in small marine hardware, such as metal letters for boat names, ash and spruce oars and paddles of many sizes and shapes, oil and gasoline cooking stoves, ship lamps and lanterns, flags and sockets for holding them in position, galvanized and brass screws, bolts and hooks. The marine paint section also does a large volume of business, carrying one of the most complete lines in the city.

Also sells by mail

Quite a large portion of the store's business in small articles is done by mail in the Greater Boston territory as a result of the advertising which is directed to the securing of mail orders.

In the past few years the constantly increasing popularity of the closed type of automobile for Winter use has caused many boating enthusiasts to desert the water for the land craft in cold weather. When the weather, which is severe in the Bay State, causes marine hardware sales to fall off, the firm gives over a part of the display and stock space to automobile accessories.

Daniel Webster's plow on exhibit

In the ethnological collection of the museum at Dartmouth College, New Hampshire, is the plow once owned by Daniel Webster's father. More than a hundred years ago Daniel Webster's youthful hands guided this plow along the furrows of his father's farm. It was drawn by a yoke of oxen, and if the future peer of American orators and statesmen could turn an acre of sod a day he had to work from daylight till dark. This plow was exhibited at the San Francisco Exposition in the Massachusetts collection and formed a striking contrast to the highly complete modern machinery displayed on the acreage of the floor about it.

The strips on the mold-board are of iron (not sheet iron), and are $2\frac{1}{2}$ inches thick, with the exception of the lower one,

which is only 2 inches thick. They are fastened with nails instead of rivets. The fold-board is hewn out of solid oak, and there is an extension above the board in sheet iron. The handles are split and riveted to hold them bent. This plow was made at Sanbornton, N.H., in about 1800. It is one of the pioneers in plow evolution.

New Haven dealer's business slogan

Over the desk of George J. Bassett, president of The John E. Bassett Company, New Haven, Conn., is a framed sign which reads:

"Count lost the day

Whose low descending sun Sees goods sold at less than cost

And business done for fun."

The sign is a constant reminder that price-cutting has limits if profits are to be made.



This plow was old before anyone dreamed of the Civil War

 $\mathsf{Digitized}\,\mathsf{by}\,Google$

Monthly cash prizes for the best ideas from hardware men

\$10 prize for this service idea

WE HAVE TOOLS TO LEND. Does that statement shock the hardware dealer?

Almost every small or medium sized hardware store displays in a prominent place such signs as these: WE DO NOT LEND TOOLS.

DO NOT ASK TO BORROW TOOLS—
THIS MEANS YOU. THE MAN WHO LENDS TOOLS IS OUT.

We have found, however, as no doubt many others have, that there are occasions when one does have to lend tools—a hammer to your grocer neighbor who has misplaced his, "just to drive a couple of nails in a shelf"—a screw driver to your

tailor across the street, "for only a minute, will bring it right back," and other cases too numerous to mention—a regular nuisance until we devised a way to turn it into an advantage or asset.

We have a long drawer in which we keep one of each necessary, every-day household tool of good quality — s a w, wrench, hatchet, medium size gas pliers and a brace with a few bits. To this drawer we have attached, by small chain, a book in which we have the borrower sign his name—"Hammer —Mr. Smith." "Saw—John Brown." This enables us to keep track of the tool, so we seldom fail to have it returned.

Now for the advantage derived from this. When a per-

hammer, large and small screw driver, medium size monkey-

Now for the advantage derived from this. When a person returns your tool he is under obligation to you, is in a good humor and ready to talk. What better condition for making a sale? More than fifty percent, of the time, in order to show his appreciation of your kindness, he makes a purchase.

and half the time the profit on that purchase may exceed the price of the tool he borrowed. In the future, should he need anything in your line, his trade is yours.

Then, frequently, the article for which he has borrowed the tool is beyond repair. If you handle that article, the sale is made without question. Last

The first prize of \$10 in GOOD HARD-WARE'S monthly idea awards goes to E. K. Gasch, whose idea for giving service by lending tools is described on this page. Other prizes of \$2 each were awarded to B. H. N., E. Steele Partridge, G. L. Con-nor and Samuel Troupe. These prizes are given every month to hardware men and women who send their ideas to the Idea Editor, GOOD HARD-WARE.

week the proprietor of a neighboring lunch room borrowed a screw driver to tighten a screw in the oscillating mechanism of an electric fan. The threads were worn and so the screw wouldn't hold. It was Saturday, just at closing time. He couldn't do without a fan Saturday night and Sunday. We sold him a \$35.00 (16 inch) oscillating fan without five minutes' talk-a sale we certainly would not have made had we refused to lend him the screw driver.

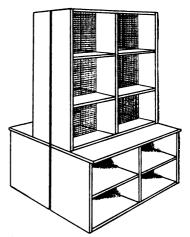
The tailor across the street said he had misplaced his saw and asked for ours so that he might fit a top to a box he was packing for shipment. A few days later he again had use for a saw and he came over to us and said, "Well, it looks like I'll have to buy a saw this time as I can't find mine." We sold him a \$3.00 saw, some nails and a \$1.25 hammer.

WE LEND TOOLS. Does it pay? I'll say it does.

E. K. Gasch, Richard Gasch & Sons, Washington, D. C.

Double shelf rack wins \$2 prize

When it is necessary to have shelves in the center of a store or in open floor space where there is no wall against which the shelves may be placed, the idea illustrated on this page is of value. It shows the construction of double shelving, which does away with the necessity of putting the shelves against a wall or of finding some means of



An easily made, convenient double rack

covering up an ugly back. The solution is really two racks of shelves placed back to back, with strong cellar window wire used to divide them. The wire prevents the goods from being pushed through, and yet does not cut out the light.—B. H. N.

Prize is awarded for this sales idea

The C. S. Partridge Hardware Co. of Mobile, Ala., wished to push its sales of china and glassware, but, because of the layout of the main floor of its store, it could not give this department a prominent enough position. In order to overcome this difficulty a large dinner table was set directly inside the main entrance. This was carefully spread and then set with china, glassware and cutlery to represent a complete diningroom service. On the table was small, neatly lettered card

reading "Visit our China Department on the second floor."

"This display," says Mr. E. Steele Partridge, treasurer of the company, "makes the ladies take notice, and the best feature of it is that we change it every morning. Our displays are varied as follows: one day a cerpattern of dinnerware. glassware and cutlery; the next day it may be oven glass, a display of fancy pottery or china, stoneware and other novelties, but always something different from the day before. causing various comments. We even heard a customer saying, 'I did not know you sold china and glassware,' yet we have had this line since the early '90's."

By featuring the department in this manner, the company has succeeded in letting Mobile know what its line includes. The idea has forced china on the attention of every visitor to the store.—
E. Steele Partridge.

\$2 prize for adjustable shelves

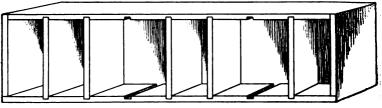
Shelves in which stock is kept are often inconvenient because they will hold only items of certain limited sizes. In order to eliminate this inconvenience, many dealers are using stock shelves like those illustrated on this page. The dividers are fitted loosely into grooves so that they may easily be put in or taken out. In this way it is possible to have shelves of any desired length for the stocking of articles of any size.—G. L. CONNOR.

Lights clock at night and gets \$2 prize

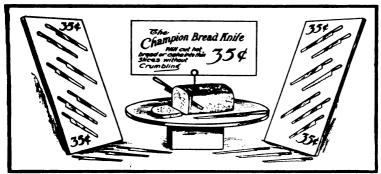
Many stores have clocks upon which a good many pedestrians depend. But some of those clocks are useless during certain hours because there is no light reflected on them.

I took an old electric bicycle lamp and focused it on our clock, which hangs in one of our windows. It is connected to the transformer, down in the cellar, which rings our door-bell. I have two light strips of wood inside the window on either side of the pendulum and these allow me to insert advertising cards about 12 x 16 inches in size.

As the clock with the advertising card is the only lighted object in the window after hours, I am sure we have been paid for our small investment.—Samuel Troupe.



Much inconvenience may be saved if stock shelves are built so that they may be made larger or smaller



This window display made sales because it told the story of a knife that would cut warm bread or cake into thin slices

Display sells more bread knives

The Carlisle Hardware Company, Springfield, Massachusetts, bought a quantity of a new pattern bread-knife with serrated edge, which was guaranteed to cut hot bread or cake into the thinnest slices without crumbling.

It was a good knife, and probably a good many of them would have been sold even if they had simply been put in the window together with a sign giving the price.

Instead of that, a bread-board was placed on a pedestal in the center of the window, not far from the glass. On the board was placed a loaf of bread from which several thin slices had been cut. A knife was shown half-way through another slice of bread.

The knives were displayed on boards and on the floor of the window to make as large a showing as possible. A large sign just back of the breadboard told about the knife, and gave the price in large, clear figures.

The display sold more breadknives than the store had ever sold before in the same length of time.

Put action in your window displays

Something moving in a window display will generally attract more people than an ordinary display of merely a lot of goods. A store in Cincinnati. Ohio, had an automatic poultry feeder that didn't seem to sell. Nobody knew about it. To draw attention to it the owners turned one window into a chicken coop and put one of these feeders into it, along with half a dozen prize chickens. The display had action and it showed how the feeder worked. Did it attract attention? The answer is that there is now a regular demand for these automatic feeders. there was an increase in other poultry supplies as well.

Are manufacturers helping you to sell more paint and varnish?

THE PAINT AND VARNISH MARKET IS ONLY ONE-FOURTH DEVELOPED. MANUFACTURERS, JOBBERS AND DEALERS ARE OUT TO DOUBLE SALES BY 1926

By Carl W. Dipman

VERY often a hardware dealer may think that too much of the burden of selling the manufacturer's goods falls upon him. In some lines this may be true, in others it is not. How is it with paint and varnish? A dealer in Iowa writes as follows:

"The paint manufacturers do not seem to care for the dealers."

Is he right or are the manufacturers doing their part in helping the dealers sell the goods?

In this article we shall discuss what paint and varnish manufacturers are actually doing to help dealers sell more goods. We are going to talk about the greatest cooperative selling campaign in the history of the hardware business—a movement started by manufacturers and largely backed by them—about what it means in your town, and how you, as a dealer, can gear up to it and make more money out of your paint department.

Ever since paint and varnish have been sold, the arguments advanced have classified themselves under two logical heads: 1. Under the first head come the arguments for the need of paint

—its use, its economy, how it protects lumber and other surfaces, its sanitation, its beauty, and so forth. These arguments are the things that can be said about any good paint or varnish.

2. Under the second head come the arguments that center around particular brands, their composition, how they are made, and the manufacturers' facilities and integrity. These arguments apply only to a particular kind or brand of paint or varnish.

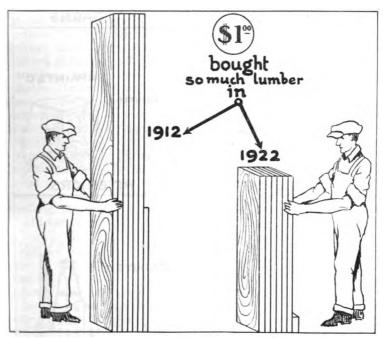
Money and effort wasted

Quite naturally, the arguments in the first group, namely. the need of protection, have always been given the most attention. Most manufacturers in their advertising and selling talked largely about the need of paint and a rather awkward situation arose. The manufacturers who did the most extensive advertising and selling did most to spread the doctrine of protection-yet all of the rest shared in the benefits. But that was not all. There was a gross of cooperation. manufacturer talked in a different way. There was no unity, no harmony and they often worked at cross purposes, some

talking one thing, others another. All in all, the money spent in salesmanship and advertising, and in talking the need of paint and varnish was ineffective when the amount spent is considered because the propaganda lacked central direction.

As every hardware dealer

reasons they were the first to see the great benefits that would result from unison of action. As a result they got together at a meeting about four years ago, and said, "Here we are, all trying to do the same thing, namely, to tell the public about the need and benefits of paint and varnish



One of the reasons why "Save the Surface" is necessary, and the campaign justified. You can easily work out a window trim along this line that will help put the idea over in your community

knows, paint and varnish manufacturers are about as wide awake and aggressive when it comes to selling goods as any manufacturers in the hardware line, and quite naturally they were the first to see the waste in this hit-and-miss system of advertising and selling the use of paint and varnish. For the same

—each manufacturer doing it in a different way. Why not do it together? If we each put a part of our advertising money into a common chest we will be able to spend it in a more effective way and to accomplish greater things. Then each manufacturer will be left free to talk mainly his brand, his house and his

UNPAINTED



FARM RESIDENCES

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BARNS

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CITY RESIDENCES

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INTERIORS





INDUSTRIAL PLANTS

THREE-QUARTERS OF AMERICA'S SURFACES ARE THIRST-ING FOR PAINT AND VARNISH

In the country as a whole, only one-fourth of the buildings are properly protected. Only one out of every five farm residences is well painted; 19 out of 20 barns need paint; 3 out of 5 city houses need paint. One out of every 2 factories needs protection.

The above illustration shows the proportion of the nation's property that is losing value for want of protection. The American people are losing hundreds of millions of dollars every year. There is only way to stop this colossal waste—"Save the Surface and You Save All—Paint and Varnish."

(Cut this out and post it in a conspicuous place.)

service, and to promote dealer cooperation." The idea was sound. A committee was organized, and the result was the beginning of the "Save the Surface" Campaign.

No sooner had the manufacturers come together than the raw materials people said. "Your campaign will do us good; we will come in and contribute." The same was true of allied lines such as manufacturers of brushes, oil, putty, turpentine, cans, boxes, and so forth. Inasmuch as this campaign would increase the consumption of paint, many master painters, jobbers, and dealers figured that it would benefit them, so they too came in with contributions. The net result is that to-day we have the greatest cooperative advertising and selling campaign in the entire hardware industry.

Now, just why do manufac-

turers consider it worth while spread the gospel of surface protection? One might ask, "Doesn't everyo n e know enough to paint his buildings? Don't people know the need of surface protection in this enlightened age, doesn't and everyone know it costs more to neglect property than to paint it?" One might think so, but figures prove otherwise.

The best figures available show that only about one-fourth of all of the paintable property in the country is adequately painted. In other words, if all of the property on which paint should be used were painted, each dealer would do on the average three times more business. Think of it: only one out of five farm houses are properly painted. Nineteen out of every twenty barns on the farms need paint. The same is true of other outbuildings, fences, implements, and so forth. The property in small towns is almost as badly off. Rural America to-day offers tremendous opportunities as a paint market. As farming conditions improve, there is going to be the greatest paint boom in farming sections that we have ever seen, and the "Save the Surface" Committee is sowing

the seed by telling the story of the economy and need of surface protection.

In cities taken as whole, 3 out of every 5 houses are in need of paint, Less than of half the floors. walls baseboards, etc., in the interiors o f residences are painted. Here is a large profitable paint

There is still time for you to get your supply of the 1923 "Save the Surface" calendars. This year they are handsome seven-sheet art calendars, lithographed in seven colors, punched and corded.

The calendar shows several historical landmarks and is nationally advertised in the leading magazines. It has real advertising value. It can be secured for distribution by the dealer, with his name and address imprinted, at a nominal cost. Write—Save the Surface, The Bourse, Philadelphia, Pa.

market. One out of every two factories needs paint to-day.

On page 24 you will find a chart showing the relative amounts of painted and unpainted surfaces. Cut out this page and post it in a prominent

	1912	1922
No. 1 Poplar siding.	\$35.00 a M	\$65.00
No. 2 White pine sid-	40.00 a M	82.50
No. 2 White pine ship- lap	40.00 a M	85.00
siding	40.00 a M	82.50
No. 1 Yellow pine shiplap	30.00 a M	55.00
No 1 Yellow pine drop siding	32.50 a M	60.00



The "Save the Surface" message is going to two out of every five good homes in your community through magazines alone. Many of the rest are getting the message from other sources. That's why it will pay progressive dealers to tie up to the campaign

place in your store or window. It will have a good effect on your trade. When one gets a true picture of the property in need of paint and varnish, one gets a better idea of why manufacturers are spending money in spreading the doctrine of surface protection.

A lot can be said about why people should paint. The reasons are many: beauty, sanitation, economy, and many others. A chapter can be written on each. We are going to discuss briefly, only one of these reasons, namely, the economy in surface protection. Every dealer knows how high the cost of building material is now as compared to the cost ten years ago, and the wages of skilled workers have not come down.

Although the price of lumber varies in different communities, yet as a basis of comparison we have taken the retail price of standard grades in a country town in the Central West. Here are the prices as furnished by a lumber dealer in that section:

You can get the lumber prices prevailing in your own town, and you will see that the 1922 prices are generally about double the 1912 prices. On page 23 we give a simple illustration worked out true to scale, showing comparative lumber costs of 1912 and 1922. It will be an easy matter to borrow or buy a few feet of lumber from your local dealer and put this idea over in your community through a window trim along the lines of the illustration.

So when one considers these facts, is there any argument as to the economy of paint? As one dealer said. "Paint saves twice as much as its costs." Can anyone question the wisdom of the "Save the Surface" Campaign? Is any other justification of this great work necessary? The "Save the Surface" Campaign has far-reaching influence and is doing a work of tremendous social value. It is contributing to the well-being and beauty of American life. It is saving the people millions of

dollars by getting them to use more paint and varnish.

Now, as to the actual "Save the Surface" Campaign. can only touch the details briefly. Most dealers are more or less familiar with the work. The backbone of the campaign is a national advertising program. The advertising gets a big circulation in good high-class magazines and farm journals, so that on any good street in your town an average of two out of every five homes get the "Save the Surface" message regularly through magazines alone. addition there are tons and tons of literature of various descripgions being sent over the country. Some of it is put out by the

committee direct, and some by Almost every manufacturers. known means of publicity has been put into force. Clubs of public-spirted dealers, manufacturers, salesmen, and other citizens who realize the value of the work have been organized in many communities. In some places; the campaign is linked up with the actual clean-up and paint-up week. In some way or other, the "Save the Surface" message gets into almost every good home in every town in the country.

The skeptic will ask, "Is the campaign doing good?" Yes! Its effect is something that can not be measured with a bushel basket or yardstick. We do



THE WISE DEALER GOES AFTER THE BIGGEST PAINT MARKET

The large can above represents the undeveloped paint and varnish market—the additional business that would result if all surfaces were painted. The small cans represent the paint business that exists to-day, and as it is split up in a community with five dealers.

Picture the folly of the dealer who goes after his competitor's business. He goes after the small market. The dealer who talks only brands and knocks his competitors is passing up a field three times bigger than the combined business of all of the dealers. The dealer who goes after the undeveloped business by talking and advertising protection and the need of paint and varnish has his eye on the big can and registers where it counts most

know, however, that in 1915 the amount spent on paint was \$1.60 per person. In 1920 it was about \$3.90. More gallons of paint and varnish were sold in 1921 than in 1920, and 1922 enjoys a big lead over 1921. Don't forget that in the past year or two the sales in most lines of business fell off, but the sale of paint and varnish marched steadily forward. No doubt many forces contributed to this steady increase in paint consumption, but certainly the "Save the Surface" Campaign had a lot to do with it.

Slogan worth \$10,000,000

It has been said that the slogan "Save the Surface and You Save All—Paint and Varnish" is at present worth a million dollars a word or \$10,000,-000. Bringing it down to your own town: it represents a worth of 10c. for every man, woman and child. In a town of 2,000 it is worth \$200; in a city of 200,000 it is worth \$20,000. The slogan is public property and you get the benefit if you use it. If it pays the big manufacturers and jobbers to tie up to it, why won't it pay you, as a retailer, to help the campaign?

Here is another way to look at it. You are a progressive dealer and you want the people to know that you are progressive.

The intelligent people in your community are constantly getting the "Save the Surface" message through their magazines, clubs, etc., and they get it in a very dignified way. In fact they pay for it. They have high respect for the slogan. To

them it represents something progressive. If you tie up to it, you let them know you are alive and in on it too. You tell them that you are a progressive dealer, that you take hold of modern movements as they come along, and that your standards are as high as the best.

Help your own work

Here is still another angle: inasmuch as manufacturers are putting up thousands of dollars to increase the consumption of paint and varnish, and you as a dealer are getting some benefit from a bigger paint business, is it too much to ask that you put your shoulder to the wheel and lend your valuable assistance in making a success of the campaign from which you derive a part of the profits? Certainly not-and that's why the most progressive dealers are cooperating with the "Save the Surface" Campaign.

How can dealers help?

What interests us mostly is: how can the dealer cooperate? How can he cash in on the campaign? How can he gear up to it? At the risk of repeating what many already know, we are going to enumerate some of the things dealers can profitably do.

1. Every dealer who has not one already, should write the "Save the Surface" Committee. The Bourse, Philadelphia, and get a copy of the free dealers book entitled "Sell Harder." This book gives a lot of practical paint selling suggestions, and catalogs the streamers, window trims, wet paint signs, elec-

trotypes, and other helps that a dealer can get at a nominal cost.

- 2. After you have the book, make up an order of the things you can use—and when you get the materials put them to work for you.
- 3. The "Save the Surface" Committee is supplying dealers a splendid 1923 calendar of seven pages. On each page there is a colored drawing of an historical building. It is being advertised in magazines and many people in your community will appreciate a copy. You can get a supply with your imprint at a small cost.
- 4. Every time you put in a paint or varnish window, be sure to have the "Save the Surface" slogan prominently displayed.
- 5. Use the slogan in all of your advertising. Electros of the slogan can be bought at a small cost.
- 6. Have the "Save the Surface" slogan prominently displayed in your store and in your paint department.
- 7. Get behind your local cleanup and paint-up campaign. Now is the time to lay plans for the Spring drive.
- 8. If there is a paint club or a "Save the Surface" club in your town, it will pay you to join. If there is none, it might pay you to start one. The committee will send you information.
- 9. In your advertising and selling, devote a lot of your talk to surface protection, the need of paint and its economy. Tell how much higher lumber is than formerly, and how costly repair bills are. Particular brands have their place and you will want

to talk about the one you handle—but protection is the big idea.

- 10. Make your window trims and displays sell surface protection and the need of paint and varnish.
- 11. Don't go after your competitor's business. It is too picayune. There is three times more possible business in your community that no dealer has won than the combined business of all of the dealers. Why worry, then, about the little business that your competitor has when there is a field many times bigger to go after?

The dealer's opportunity

Now, in conclusion, let us say that the only reason we have devoted this article of this paint series to the "Save the Surface" Campaign is because of its vital importance to the hardware dealer. Here is a tremendous force that is operating in your community. It is yours if you tie up to it. There is money in it for the dealer who gears up to it. The dealer who ignores it passes up a chance of bettering his business. For the dealer who sells surface protection, there is a bigger paint business ahead. For the dealer who sells only brands, there will be disappointment. The dealer who gets this idea betters his community. The dealer who misses it loses an opportunity. The hardware merchant should think of it this way: "It is not so much what the 'Save and Surface' Campaign is doing for me. It is rather this way: 'Here is a tool put into my hands. What will I build with it?"





There is no mistaking the business of the store that uses this display

Here's a real hardware man

Joseph Fager, a hardware dealer of Brockport, N.Y., built an "Iron Monger" sign in the shape of a man, shown in the picture reproduced here. In order to get a successful photograph of it the figure was snapped outdoors, seated in a camp chair. A rough trunk of a body was first made, with neck, stumps of arms, and legs, to which the other hardware parts were added. The face was made from an oval piece of tin, with the spout of a teapot for a nose. The eves and mouth were painted on. The arms were galvanized spouting. The body was a drum of tin, the legs joints of stovepipe slipped into rubber boots. The head was surmounted with a coal scuttle.

Dealer finds keymaking pays

That key-making as a line in connection with a hardware store is extremely profitable has been proven by Mr. P. R. George, of Kansas City, Missouri. He makes money not only from the kevs but also from the extra sales of other articles that are made to people who were attracted to the store for the purpose of having keys made. When asked about the financial returns from the key department, Mr. George said, "Well, it is good. I wouldn't think of running the store without it. The keys that I make will take care of the overhead expenses of the entire store." This is saying a great deal in favor of keys since his overhead expenses are large.

The key-making department uses very little space. He uses a corner right near the front window where he can display the keys and get good light to work at. It takes only a few minutes to make the average key and the prices he gets range from twenty-five to seventy-five cents. Key-making provides an opportunity to make spare time profits.

Mr. George does not advertise this special line except through his window displays. But it has been so profitable to him that he does give it a considerable part of his window. He always keeps two large imitation keys in the window of his store to attract attention. A placard with the words "Keys made while you wait," tells people the story

December, 1922

Summer sports buyers are winter prospects

"We push the sale of winter sporting goods," said the middle western hardware dealer, "by calling up the folks who have purchased summer goods from us. asking them how our equipment worked and then asking them if they don't need any winter equipment. We do this because we feel that the majority of people who buy summer sport equipment will also enjoy winter sports.

"When we call up these people we talk to them in this way:

"'This is the Smith Hardware Store. We're calling up to find out how the tennis racket you bought from us last spring served you this summer.'

"Generally the answer is, 'Fine' or something like that.

ine or something like that.
"Then we go on to say:

"'Of course you'll be getting started on winter sports now and we want to invite you to come in and look at our skates, hockey equipment, and so on. When you come in ask for Mr. Brown—I sold you your racket.'

"This sort of an invitation nearly always gets results. The people to whom we 'phone come in to look at our winter equipment and make purchases.

"This stunt has the added advantage of keeping our store prominently before folks and of making them feel that we are really anxious to find out if the equipment we've sold has served them well. Also it gives us a good chance of ironing out sore spots, if we run across any, and

in this way of making firm friends of people who otherwise might be enemies and who might do us some damage.

"Undoubtedly other hardware stores might also use this stunt to advantage and we're glad to pass the idea along to them."

Bulletin board saves street sign-posts

A western improvement association that wished to keep its street sign-posts free of cards, tacks, and other disfigurations, attached to each sign-post a little wooden bulletin board. When notices are to be posted, they may be tacked to this board. The balance of the post is not nutilated, nor is there necessity to disfigure the nearby telephone poles with announcements.



This saves your sign-posts

Digitized by GOOGIC

Editorials

Getting pretty near to in-Dead Stock ventory time now. or Live Cash iob, too. Lots of fine old ghosts are going to come to lightnice, dust-collecting stickers that have been sponging on you rent free. Going to yank them out of the cellar and off the top shelf, write them down on your inventory and put them to bed again for another dust - collecting No, that wouldn't be good snooze? business at all. Well, how about hauling them out right after Christmas. putting on a pre-inventory sale and closing them out regardless of what they cost? Might as well. You can't make any money on a dead dog. Why keep playing hide-and-go-seek year after year with your prize stickers?

Work Xmas People are starting, about this time, to poke their noses into stores with the holiday idea in back of their heads. Good chance here for the hardware man to play early bird and catch some gifthunting worms. The hardware store is pretty well established nowadays as

a good place to buy gifts. If yours isn't, better see what's wrong.

One way to attract trade at this season is to put a little table up in front of the store and display on it a few good looking and practical gifts—electrical utensils, carving sets, shaving outfits and other suitable items. Use a neat show card calling attention to the fact that this is the gift suggestion table and change the display about twice a week. Often you can sell goods just by helping a customer to think.

Seasonable Displays

Retailers often waste valuable window space by disregarding the seasonable items.

One day early this Fall we saw a good store displaying in its window a lot of staple merchandise which the dealer was obliged to sell at a cut price and on which he made little profit.

If that merchant had put into his window an attractive display of household equipment or electrical goods or stoves and furnaces—things for which people were really in the market at that time, and if he had instructed his salesmen to push those items, he would surely have found the week more profitable than he could have expected from his display of the staple goods.

Clarence comes through with a bright idea

WHEN THE MERCHANTS OF LAKESIDE LISTED HIS HARDWARE STOKE AS A POOR RELATION, UNCLE GEORGE PUT IT UP TO HIS NEWEST SALESMAN

By Manthei Howe

ILLUSTRATED BY BERNARD WESTMACOTT

EORGE HARPER tipped back his desk chair and parked his feet at a more comfortable angle. His shrewd old eyes had lost a bit of their usual good humor, and his beetling gray eyebrows drew down, penthouse fashion, in an irritated frown.

Old George's feelings had been trod upon. In fact they had been decidedly and painfully pulverized It was a sensation as new as it was unpalatable.

"The deuce of it is," groaned George, "this must have been piling up for some time."

He hated indecision as the devil is said to hate holy water, but for the life of him, he could not decide just what was wrong, or just what had better be done.

"Dang it," he snorted impatiently, "wish there was some one I could talk the matter over with."

Thoughtfully he ticked off the salesmen in the store. For one reason or another, he hesitated about consulting them. They had all been in his employ for years. His vanity recoiled from admitting to them, just now, that their idol had feet of clay with the toe-nails badly clipped.

Just then Clarence Atwood passed the office door. Old George's fist smote his desk approvingly when he saw him.

"That's the boy," he declared.

Atwood had been baptized Clarence, but the whole store's force called him Cal. He was a real he-man and he had been in the employ of the Harper store only a short time.

"THE very man," decided moved lumberingly to the door. "Oh Cal, step into the office a minute, when you're free."

· "Yes, sir."

Cal's eyebrows went up involuntarily. A call to most offices he knew meant a call down on the carpet. George Harper read the young salesman's perturbation and chuckled understandingly. He was beginning to feel a bit more at peace with the world. Cal was new to the store, young and enthusiastic.

"Chances are all to the good," grinned George, "that he has been dying to tell me what's the matter with this hardware shack. Well—he'll get the chance of his young life right now."

His musing was interrupted by the entrance of the new salesman.

"You wanted to see me, Mr. Harper?"

"Yep. Sit down." Then as the young man sat a bit rigid in his chair, "Better slide down, son, and make yourself comfortable. This may be a lengthy session. You see I want to consult you about the store."

Cal's cheeks reddened a bit.
"I mean it," grunted
for George. "You're new to us.
Our faults probably are as
visible to you as a wart hog's
tusks. Well, suppose you tell
us about them."

"I don't know that----

Old George groaned.

You're just like a suspitious wife testing her husband's alibi for remaining downtown at night. I suppose I'll have to tell you the whole story. As a matter of lact, Cal, I had a body blow to my business pride this afternoon." Old George paused. It was harder than he had thought. You see—well you see at lunch at the club they were planning the home-coming week.

They got enthusiastic and forgot themselves. They were lining up the people who could be depended upon to help push the idea. They topped the list with the new Raddley Department Store. Then they mentioned in the following order, the Walton Dry Goods Store, Madam's Shop, The Southside

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Tom Walton, of the Walton Dry Goods, had to attend a retailers' convention

Grocery, and so on down the line to the hardware stores. Damned if they didn't put Tim Blake's and the Harper Hardware stores at the very bottom of the list! After the newsstands and drug stores!"

Old George's face was red as a harvest moon.

"Gosh, and here I've been in business longer than most of them," he growled. "And the thing I want you to tell me is how in time I got to that place in the estimation of the town folks. It must have been a grad ual slide."

"I guess you attached undue importance to the matter," sug-

gested Atwood tactfully. "The Harper store is known as one of the biggest stores in the county."

Old George straightened in his chair. He shook an emphatic finger under Atwood's nose.

"Looka here, Cal, me boy," he snapped, "I didn't ask you in here to hold my hand. I know the size of my store, but I'm not such a conceited old fool as not to know that the committee listed the store just about where it stood in their opinion as to up-and-doingness. They listed the other hardware store in the same place. in volume of business we come considerably further up that list. Why do they look on the hardware store as a kind of poor relation in the business family of Lakeside? Tell me that, and you needn't put on kid gloves to do it."

That challenge was like a call to a fire horse. Cal's gray eyes narrowed.

"Mr. Harper," he remarked, "this morning I saw a notice in our daily paper to this effect: Mr. R. Simonson, of the Raddley Store, had gone to Chicago to do his spring buying."

"Yes, I saw it, too," replied Old George.

"Last week I saw a news item announcing that Tom Walton, of the Walton Dry Goods Store, had gone to attend a retailers' convention at Kalamazoo."

"Well!" commented Old George, drily, "I still read the papers."

"Yes," retorted Cal, "and

how often have you seen a notice that Tim Blake has gone to the city to look over other hardware stores, or that Mr. George Harper had left to attend a hardware merchants' convention? Did you see many such notes in the last fifteen years?"

"No, I reckon I didn't." Old George's concession was grumpily sheepish.

"Neither of you hardware men leaves your business often enough to take a squint at the way the other fellow is conducting his store. Even if you did, the chances are that it would never occur to you that you were doing anything that should be told to the public."

Old George nodded.

"WHEN you were a kid on the farm," grinned Cal. "and you heard, 'cluck-clu-u-uck, cluck,' you had first-hand information that Mrs. Hen had seen her duty and done it! She was a good advertiser. Well, if the hardware men want their stores placed on the same basis as the leading business houses in town, they want to take a tip from the hen. They want to advertise the fact that they are on earth."

Young Atwood cast a weather eye at the boss, wondering if it would be wise to go at the job as the boss had suggested, with out kid gloves. He decided it would be and plunged in.

"If you expect the Lakeside people to rate you with the leading business firms in town, then you'll have to conduct your store on a more up-to-date, businesslike basis and keep up-to-date.

"Retail stores in other lines have an educational director, or a course in salesmanship, or meetings to discuss store probably no salesman in the average small town hardware store is making the number of sales he should, because he either has not received definite training in the art of salesmanship or because he has permitted himself to go stale on the subject."



problems," Cal went on, warming to the subject. "Yet how many hardware stores do you know where the salesman is put through his sprouts on the question of salesmanship? Did you make any inquiries when you took me on as to whether I knew how to approach and greet a customer, how to demonstrate and sell an article, and how to close the sale?"

The boss acknowledged that he had not.

"No," agreed Cal, "you didn't, and what's more you paid little attention to me after you hired me, just so I seemed to be attending to business and making sales. As a matter of fact,

"What would you do?" queried George skeptically. "How would you manage to speed up your sales?"

Cal's reply came with the promptness and decision that bespoke much previous thought.

"I'd get the sales force to keep a record for one month of the number of sales they make of other articles than just the one the customer called for. And I'd help their good efforts along by some real up-to-the-minute advertising."

At the word advertising the boss fidgeted, but Cal gave no sign of noting that Jovian unrest.

(CONTINUED ON PAGE 42)

Record of purchases prevents overbuying

Here is a simple method that prevents R. J. Atkinson, a successful hardware merchant in Brooklyn, New York, from buying more than he needs.

As soon as a bill of goods is checked up, each item is entered by a girl in a loose-leaf book. See the sample pages illustrated here. Notice particularly the width of the column for discounts. Mr. Atkinson purposely had this made wide because every price book or record book he had seen had a narrow column which is pretty awkward when you have a discount like 70-10-5 and 2 per cent.

Suppose Mr. Atkinson is buying wood-screws or coffee-mills or his spring order of poultrynetting. He simply turns to his little book and right there he has a complete record of his last year's purchases showing quantities, date of purchases, prices. source of supply, etc. It not only prevents him buying too much, but it also prevents him buying too little and being caught out. He can also use it as a record of cost and sales prices.

It takes just about fifteen minutes a day of his girl's time to keep this system up to date. Its value is great not only as a record for guidance in buying. but also as a means of speeding up turnover.

Hardware's value

The hardware industry employed 42,505 persons in 1919, the last year recorded by the Bureau of the Census of the Department of Commerce. These people were employed in 548 companies representing a capital of \$133,925,619. Their wages amounted to \$45,229,950 and the value of their product came to \$154,524,888.

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There's no need of over-buying when a simple card tells you what you need



ADVICE

Sandy, not feeling well, consulted a doctor.

Doctor: Do you drink, Sandy? Sandy: Yes, sir.

Doctor: Well, you must give that up. D'you smoke?

Sandy: Yes, sir.

Doctor: You must give that

up, too. As Sandy went quickly through

the door, the doctor exclaimed, "You have not paid me for my advice, Sandy."

"I'm not taking it," was the reply.

BOASTFUL

"Annie," called her mistress, "just come into the dining room a moment. Now look at this. Watch me. I can write my name in the dust on this table." Annie grinned.

"It be a grand thing," she said,

"to have a eddication."

HUSBANDLY SOLICITUDE

"Here's a tool that ought to suit you," said Harry, the popular clerk of the Diceville Hardware Co., as he handed a four-and-a-half-pound axe to the stalwart Hank Henford.

"It ain't sich a bad lookin' implement," acknowledged Hank, "but the handle's a leetle bit too thick. You see, thar's goin' to

be a lot of wood to be chopped at my house this winter, owin' to the scarcity of coal, an' I'm afeared my wife, who's got small hands, would strain them trvin' to git around this 'ere handle. Ain't you got nothin' thinner?"

STOP THAT

Doctor: Well, Mr. Jones, how are you feeling this morning?
Mr. Jones: Much better, thank

you. The only thing that troubles me is my breathing.

Doctor: Um-yes. We must see if we can't get something to stop that.

NOT BROKEN

The diner tried to cut his steak, but failing, he called the waiter and complained.

"I can't get my fork into this," he said. "It's as hard as a rock."

sorry, sir," said the waiter; "it's the best we've got, and, anyhow, I can't take it back."

"What do you mean? Whv can't you take it back?"

"It's bent, sir!"

DROP IN

"I am quite a near neighbor of yours," said the local nuisaid the local nui-"I am living just across sance. the river.'

"Indeed," replied his neighbor; "I hope you'll drop in some day."

HEAD TO FOOT

Teacher: You notice that boy who stands at the foot of the class? Well, last summer he was the smartest boy in the school.

Examiner: He is now. I notice the foot of the class is near-

est the fire.

WHEN IT STOPPED

An absent-minded man came home one day after a heavy rainstorm, very bedraggled and wet. His wife met him at the door, and as he greeted her he made the remark that he had forgotten his umbrella. She was surprised to think that he even remembered that he had forgotten anything, and asked him when he had thought of it.

With a smile of satisfaction, he replied:

"Why, my dear, when it stopped raining, and I went to "Why, shut it."

A DAY LATE

Two Scotsmen decided to become teetotallers, but McGregor thought it would be best if they had one bottle of whisky to put in the cupboard, in case of ill-

After three days Sandy could bear it no longer, and he said, "McGregor, I am ill."
"Too late," said McGregor.

"I was ill all day yesterday!"



The Stork: Pull yourselves together, kids, we are announced



Drawn for Good HARDWARE by Paul Reilly

Rustic Juvenile—Hey, Mister, what're you doin'? "Well, boy, I've just been trying to convince this snoozer that this isn't Pike's Peak."

THE LONG CHANCE

Restaurant Proprietor: What do you mean by comin' into my place and orderin' a dozen oysters with only a nickel in your pocket?

Cheerful Optimist: Well, guy'nor, you see, there is always a change of findin' a pearl in one of them, and then I'd be able to pay.

WORK FOR TWO

Mistress (severely): If this occurs again, Jane, I shall be compelled to get another serv-

Jane: I wish you would, mum, there's quite enough work for two of us.

NOT INTERESTED

They were having an argument as to whether it was correct to say of a hen "she is set-ting" or "sitting," and not being able to arrive at a satisfactory conclusion, they decided to submit the problem to Farmer Giles.

"My friends," said he, "that don't interest me at all. I wants to know when I hear a hen cackle is whether she be lay-ing or lying."

A BIG JOB

The dear old lady was being shown over a large liner. They were proceeding along the upper deck.

"What's that down there?" she asked her guide.

"That's the steerage, madam," he replied.

"Really!" she exclaimed. "To think that it takes all those people to make the boat go straight!"

FIT TO DIE

Rector (going his rounds): Fine pig that, Mr. Dibbles; uncommonly fine!

Contemplative Villager: Ah. yes, sir; if we was only all of us as fit to die as him, sir!

Cal comes through with a bright idea

(CONTINUED FROM PAGE 37)

"There are stores handling novelties," went on Cal, "where it is difficult to demonstrate a real value of the merchandise. For example, a salesman who. sells a customer a glass parrot to hang in a window, can't do much in the way of demonstrating the value of such merchandise except on the grounds of a fad or a novelty, or a note of color in a room. But take the merchandise in a hardware When an article of hardware gets past the patent office and finds a place in the hardware business it is because it has demonstrated a claim to usefulness."

THE boss cocked an attentive ear at that new angle to the conversation.

"Every article of merchandise in the hardware store," Cal emphasized his argument," fills a real need in a man's home or business. And every hardware article has some outstanding feature that sets it apart from competing lines. That outstanding feature is the thing the salesmen should be expected to ferret out."

Cal picked up a trade journal and turned the pages rapidly.

"Look at that. Even such a small item as a caster ad," he pointed out. "Note the pertinent information that these casters 'fit standard sockets already in furniture, and with

powdered borax in the cups your furniture is insect proof.' There are two talking points for just ordinary, prosaic furniture casters. Yet chances are that unless he has received definite orders to inform himself on the subject, the average salesman won't know these selling points.

"I THINK practically every article in the store will be found to have similarly obvious outstanding features, qualities that make sales. If we really know our merchandise as we should, that month's record will show selling ability and not just bundle-wrapping work back of the counter."

Atwood hesitated here. He did not want to be misunder-stood.

"I'm not crabbing," he declared, "but I can't see why the salesman in a hardware store should be governed by an entirely different set of rules than any other salesman. For instance. I can't see what excuse there is for his greeting a customer with the idiotic remark, 'Something for you?' The department store trains its sales customer people to greet a courteously with a 'Good morning, Mr. Deakins,' and wait for the customer to express a pref-Or the salesman is erence. trained to say, 'May I be of service to you?' or 'What may I show you?' Well, when Mrs. So-and-So comes from Raddlev's with their carefully instructed selling force, and then one of our men greets her with, 'Something for you?' she is apt to draw odious comparisons.

"She is likely to think that our merchandise and the store's facilities for service are about as antiquated as she thinks our selling manners. Now that women do so much buying on their own hook, we need to do some intensive training of the selling force. We're years behind the styles."

Harper was getting what he had looked for with a vengeance.

"When I said I'd back up the salesmen's efforts with advertising," Cal hustled on, before the boss decided he had enough, "I meant I'd fill the newspaper ads with something besides empty words, and I'd advertise daily."

"B UT it costs too much and we can't get up attractive advertising for every day," objected old George, properly scandalized at such heresy.

"But it doesn't cost as much in proportion," maintained Cal. "The rate for daily space is lower than for space taken irregularly. Besides that, the ad that appears only now and then lacks business-pulling power unless a half or full-page ad is used. That kind of an ad is all right for special sales, but the small ad appearing at only long and irregular intervals is practically worth next to nothing."

"Say," cut in the boss, "do you know how much work it is to get up an ad every day?"

"I do know," retorted Cal, "that some of that work could be cut down if we'd get the selling force to help. The best ad is the one made up of real selling talk, isn't it? Well, when the sales people find the one outstanding characteristic of a piece of merchandise, it is easy to write that down with the name of the article, and that fact will furnish the kernel for a newspaper ad."

YOUNG Cal, forgetful that he was in the austere presence of the boss, rose and began pacing the floor.

"If I had my way, I'd start an 'Aunt Priscilla Question Box' at house-cleaning time," he announced. "Look how popular the question and answer columns are in all newspapers and magazines.

"Well, why not cash in on that popularity in the hardware store? There are dozens of problems that bob up at housecleaning time on which the average woman would like help. They are questions that the hardware man could answer easily for her. Invite the customers to leave the questions at the store in the question box or mail them to 'Aunt Priscilla.' care of the Harper Hardware Store. Then these questions would be answered in the store's daily advertising space in the newspaper.

"Take the question of the care of floors," Cal checked off the points of his discussion. "At house-cleaning time floors get

 $\mathsf{Digitized}\,\mathsf{by}\,Google$

their semi-annual overhauling. How to care for waxed floors? How to keep oiled floors in good shape? How to prepare soft wood floors for painting? What can be done with floors full of gaping cracks? Probably seventy-five per cent of the housewives would read an ad carrying authoritative information on these subjects.

"And there are enough similar queries to run newspaper ads for years. Care of painted and varnished woodwork. The different paints and their uses. Cleansing mixtures for bath tubs and bowls; various brushes for household use; care of vacuum cleaners and so on."

Cal had hit his second wind now and was off with all the zeal of a crusader.

"WHY, Mr. Harper, there are as many good ads at hand as there are articles in the store. Let people ask questions about the things they are interested in and let the store furnish the information.

"You could run 'Aunt Priscilla' at house-cleaning time. Then turn the box over to Uncle Josh for the making of lawns, planting of gardens, care of tools, paint as a protective covering for wood and iron structures, and answers to allied queries. In midsummer the question box could be turned over to 'The Autoist' or 'The Vacationist.' These names alone suggest auto, camping kit, fishing, and hiking topics. This question box stunt would re-

quire some work, of course, for it would have to be conducted in good faith. But glory! Think of how interesting it would make the advertising of the store. How it would establish the store as a real guy in the business family and how it would help the salesmen to develop selling talk."

THE boss was nodding thoughtfully, half convinced. Cal had not been booted out of the office for undue and impudent enthusiasm, so he decided to make the most of this liberty of expression.

"I'd have one salesman delegated to look over the news items," he remarked. "If Mr. Brown intends to start on a motor trip have some one from the store put in a phone call and suggest that we have several articles in the store that would make such a trip more enjoyable. I'd use the same follow-up plan for hiking, fishing and picnic parties. I never did believe that the telephone, as ordinarily used in the hardware store, paid its way in the same proportion that other equipment does.

"No more do I think that the average hardware store man tries to keep up with modern business," Cal lectured on. "I don't mean that he does not read his trade journals and keep good stock and all that. But he seems to think that because he runs a hardware store, he has some divine dispensation for doing away with some of

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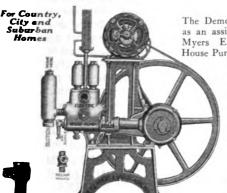
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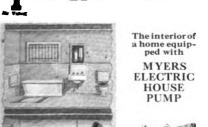
in Your Window!

and watch the crowds gather

ACTION!—MOVEMENT! Nothing will in-

terest people more quickly. Crowds attract crowds. More new people will visit your store in one day than have come in for a year; and a good demonstration is a sale.









Automatically to dealers at a mere fraction Controlled. Self-Oiling of its cost. At-

tractively finished, Tank, Brass Bib Cock, Funnel, Suction and Overflow Pipes, it is complete, ready for use.

Pneumatic Water Supply System

gives the village and country resident all the advantages of his city brother as to water supply without excessive cost.

Affords him an unlimited supply of fresh water for kitchen, bath, laundry, barn, lawn, fire protection, etc. The initial cost is not great, though sufficiently large to make it a very profitable transaction for the dealer; installation is simple and the upkeep is practically nothing.

The Pump illustrated has a capacity of 180 gallons, is self-oiling and for use in shallow wells or cisterns. Will operate on any kind of city or farm lighting or power systems.

Write us to-day for booklet showing various models of Myers' Hydro Pneumatic, Self-Oiling Electric House Pumps and DirectWater Systems, for either shallow or deep wells or cisterns. They make worthwhile sales and bring new customers into your store.

The F. E. Myers & Bro. Co. Box 311, Ashland, Ohio Manufacturers of Pumps for Every Purpose, Hay Tools and Door Hangers the trimmings of service, salesmanship, cleanliness and attractive store interiors. Other retail establishments from the butcher, the baker, to the candlestick makers, play up these items big. If we don't want to suffer by comparison we'll have to keep up the pace, and the Harper Store sure has a peach of a location."

"Mebbe you're right," agreed George. "We'll try out some of your plans, maybe. Thanks for your interest, Cal."

Atwood appreciated that this was a polite dismissal, but since he had just about shot his wad of business theory he was quite content to go.

ONG after the office door had shut, old George sat before his desk. Thoughtfully he rubbed a chin, bristly with stiff gray beard. He was mulling over Cal's harangue, getting sold gradually on some of these new ideas.

"Gosh," he sighed. "It takes youth to be cock-sure it has the right idea by the tail. Maybe it has at that. We'll give old 'Aunt Priscilla' a whirl, anyhow."

And "Aunt Priscilla," like so many of the ladies these days, bless 'em, proved a real attraction. The first day or two George had to make up the questions to be answered, and then the mail began to roll in. It brought dozens of women to the hardware store, who had never before made a visit to Harper's, and as George remarked gleefully, "Gosh! It

does pep up the sales force. The customers not only write in questions, but they are getting the habit of asking questions on their own hook."

Jack-o-Lantern used in window display

An interesting variation from the usual run of fall window decorating was arranged by a Vermont hardware dealer, who wanted to draw attention to a particular line of merchandise. He made a board shelf in his window and on it he placed two Jack-O-Lanterns, which merely pumpkins with eves. nose and mouth holes through the shell. Under the pumpkins he placed this sign: WE CUT SOME PUMPKINS

WITH OUR LINE OF FIXTURES

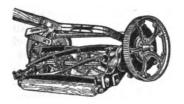
In the window he had a well arranged display of electric bulbs, flash-lights, globes and chandeliers. But the thing which attracted the attention of the passers-by was an automatically flashing electric bulb in each of the Jack-O-Lanterns. Other merchandise can be substituted for the line of fixtures.

60 million in oil cloth

The oil cloth and linoleum industry of the United States includes only 32 establishments, according to the Department of Commerce figures, but these establishments represent an invested capital of more than \$60,000,000 and employ more than 35,000 workers annually.

li.





Every merchant selling Pennsylvania Quality Lawn Mowers can be sure that they will be, as usual, nationally advertised during the coming season.

Pennsylvania Quality advertising and Dealers' Sales Helps are continuously driving home the big features of faultless construction and exceptional service that have earned for Pennsylvania Quality its widespread reputation.

Send for our 1923 Sales Helps





There's a real reason why

The DETROIT EDISON Company

uses I. C. U. Polishes. It's because they make good. That's why it pays to push I. C. U. Customers come back again and again, for the quality is always the same. If you're not handling I. C. U. Profit Makers, you are letting good sales get away from you.

Send for Sample Can

and I, C, U. "family album" showing all our quick turn-over members. New cars are coming out with more nickel than ever before. Get a sample of our Nickel Polish also.

THE LIVINGSTON CO.

Div. G New Haven, Conn.



Farm specialist as business puller

One of the things that the Kingsville Lumber Co., hardware and lumber dealers of Kingsville, Texas, has found worth while, is the employment of a special outside man with a practical knowledge of affairs to solicit farmers' trade, and to keep in personal touch with what is going on. When he started he had a desk in the main office, but it was soon found that farmers simply would not come inside and talk things over. They did not feel at home in a formal office.

This was remedied by building a small office outside on the sales floor of the store. All the leading catalogs of farm implements, windmills, machinery, etc., and the leaflets furnished by the leading manufacturers were available. The little "cozy corner" in which farmers could talk in an informal way was successful in bringing them in.

From these personal calls and talks a good "prospect" list is built up and kept up. It consists of a card index with subdivisions headed-Barn, Planter. Engine, Fence, Paint, Paper, Windmill-and all the other important purchases of the farmer. If John Watts is interested in windmills his name is at once entered as a windmill 'prospect." The names of the various prospects are then sent to manufacturers, who circularize the farmers and also refer them to their agent, The Kingsville Lumber Company.





The Atkins
Steel Saw Can
pictured above
has a double advertising value. It
advertises b o th
the store and a
line of Nationally
advertised saws
carried by the

The Can with a Hundred Profits

EVERY WOMAN in your community needs a number of these cans—for flour, rice, sugar and other foodstuffs. Every farmer needs them for his rendered lard and sorghum.

Order Heekin Cans with your name prominently displayed. These cans are attractively lithographed in color—the labels in black.

Each can brings you a good first profit. Then it advertises your store 365 days a year. It keeps your name constantly before your customers—and brings them back again and

again. Every one of these cans is a perpetual salesman for you.

Heekin Cans come in the popular 50-pound size. Colors are red, blue, yellow, green and gold. Cans are also supplied with one extra color on label.

Orders are accepted for as low as three dozen cans with your name and address lithographed on the labels. Order in assorted colors for variety and to make attractive window displays. Free booklet tells all about Heekin Cans. Write for booklet and free sample can today.

THE HEEKIN CAN CO.

Cincinnati, Ohio

Sells to foreigners by using pictures

How much hardware would the Variety Stores sell if the hardware was all kept in bins behind the counters, under the counters and on shelves so high that a ladder were needed to reach it?

It is not necessary to have everything on tables in the aisles, but the methods of the Variety Store can be followed to a large extent with the numerous articles of small hardware. The success of their methods of display is proven in their sales. There is a lesson also in their method of advertising: they believe in showing the goods, or at least pictures of them.

A certain well known advertising man once said that the picture idea of advertising was more necessary in this country than anywhere else, because of the large foreign population in many of our towns and cities.

Pictures tell stories

Even if these people cannot read, they can get the message through the pictures and the figures. If you want to compete with the Variety Store and the five-and-ten-cent stores, follow their methods for they are taking in millions of dollars annually in small hardware alone.

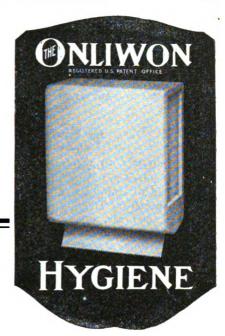
One advertisement which was published recently is a perfect example of this type of sales appeal. It is almost entirely pictorial, which is assurance that, regardless of the size and illiteracy of the foreign element.

the advertisement will be understood by everyone. The ad was five columns wide by 20 inches Into deep. this space were crowded twenty-eight small boxes each of which contained a picture, a few words of explanatory text, and the price of the article. Some of the objects advertised were wrenches, cells, flashlights, electric bells, padlocks, night latches, pliers and screw drivers.

In addition to these small boxes there were three larger Two of them featured other tools and the third featured the store's guarantee of the articles it sold. The advertisement was headed by the company name in type almost two inches high, and was enclosed in a heavy, triple rule border.

Follow the line to wash-day comfort

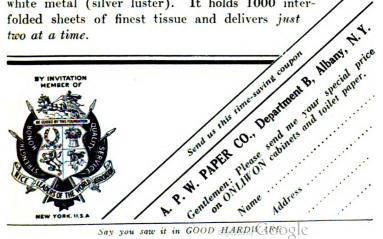
A Billings, Montana, dealer increased his sales of washing machines by having a sign in his window with a length of clothes line outside of it under the level of the sign. The sign told people that by following the line to its termination inside the store, the problem of washday drudgery could be solved. The line lead into the store and up to a washing machine, which was arranged for display and demonstration purposes. salesman was on hand to interview anyone who came in. his advertising the dealer called it "The Line of Least Resistance," and that's what it was.



Brings in the Homekeepers

The Onliwon porcelain cabinet for toilet paper will attract homekeepers to your store, especially if you display it with fine bathroom fittings, such as china or porcelain soap dishes, towel racks, sponge holders.

The Onliwon Cabinet is finished in porcelain, nickel, white metal (silver luster). It holds 1000 interfolded sheets of finest tissue and delivers just two at a time.



Making postage stamps build up your business for you

THE HARDWARE DEALER CAN USE THE MAILED HAND-SHAKE AS HIS STAFF OF CANVASSERS AND TRADE DEVELOPERS

By Paul W. Kearney

MR. JOHN J. BLANK and wife have moved to town. The last vanload of stuff docked at the front porch on Thursday a week ago, and Mr. and Mrs. Blank are pretty well settled by now. The home's purchasing agent has gradually located the stores she'll need immediately, and after a little rest from the awful job of getting straightened out, she'll look for more.

Meanwhile, why shouldn't the hardware dealer shake hands with them by mail? A short little letter like this often does the trick:

"Dear Mrs. Blank:

"This is the first chance I have had to say 'Welcome to our City.' We're all mighty glad to have a new neighbor—if you are as glad to be here, everything will be fine.

"Having moved myself, I appreciate what a great deal of work you have to do before things get settled to your satisfaction. And I know, too, how many little things go astray in the mix-up, no matter how hard we try to pack scientifically.

"That is one reason why I thought you would want to know that if there is anything you are short of in the hardware line.

I'd be glad to send it up to you without delay. We are located at Vine and Ivy Streets—the telephone number is Brookland 87. Can we help any?

"Cordially yours, "Smith & Smith."

The progressive hardware dealer would also do well if he were to insert in this letter a printed list of household articles, with their prices, just to refresh the memory. It might bring some immediate sales. But even if it did not, the real value of such a mailed hand-shake is that it creates a very favorable impression on the newcomers. And that always pays.

Send your letters early

Nevertheless, the mails can be developed into valuable assets, whether you are seeking immediate sales or good will. There is many a town that buys more hardware by mail over a distance of thousands of miles than the local merchant sells over his counter, simply because the big mail order houses have acquired the very convenient habit of getting before the consumer at the right time.

Since you have to hang around the store, it isn't possible





The World-Famous Line Includes

"Boycycles"
"Pedi-Cars" "Girlcycles" "Pedi-Cycles" Etc. "Cyclets"

Built Like Bicycles

Tubular Steel Bicycle Frames Bicycle Enamel (Redient) (Redient) Tangent Bicycle Spokes
Ball-Bearing (Rat trap) Pedals
with Rubber Tread

1-inch Cushion Rubber Tires Ball-Bearing Wheels Bicycle Handle Bars
Heavy Rubber Grips
Bicycle Spring Saddle
Nickel-Plaited Trimmings Catalog and prices on request—please state name of your jobber

STEINFELD, INC. Distributor 116-120 W. 32d St., NEW YORK

for you to make these calls in person. But as long as Uncle Sam pays a big staff of men to carry your messages, it's a good idea for you to make use of that staff. It costs very little.

Push seasonable goods

Many ideas present themselves when the subject comes under consideration. What is the right time to go before the consumer? Well, right now is a good time to push radio, for example. The Summer is over; folks are home again; inferior weather is on the way. radio is good indoor sport. it might be feasible to push automobile accessories. The car has run a good many miles during the Summer; parts are wearing out and tires are getting thin, Kitchenware, too, might be stressed. In the Fall and Winter it is wise to feature housefurnishing numbers, most people undertake to fix up a bit just at that time. The Fall and Winter hunting seasons also offer sales opportunities. very thought of Winter and ice, for instance, might be worked up in a letter:

"Dear Mr. Brown:

"It may seem like rushing the season, but no matter how we feel about it we can't get away from the fact that Winter is right in the offing. And Winter means snow and ice.

"Once upon a time we used to let the passers-by tread down the snow and make a path. But it is quite different these days. Not only must our sidewalks be clean, but they must be absolutely clear of ice. Anybody might slip on a small chunk—and that frequently means a lawsuit!

"Winter tools are, therefore, no longer luxuries. So when we suggest that you drop in some time and look over our full line of scrapers, shovels and picks, we are really advocating something every householder ought to have.

"They are valuable things not only because they protect you, but also because they make work easier. You might bear the thought in mind next time you're near here.

"Cordially yours,
"Smith & Smith."

Another good article that could be pushed to advantage in the Winter—any other time, too, for that matter—is a fire extinguisher. With the furnace and stoves going, fire risks increase considerably and there you have a peg on which to hang your story. A good letter might run this way:

"My dear Sir:

"Statistics show that the vast majority of fires start in one of two places: the kitchen or the cellar.

"Now that Winter is here, the furnace and stoves in your place will be at work soon. That means a greater fire risk.

"The most logical way to provide against fire loss is to keep fire extinguishers where they are most likely to be needed—if you haven't one in your cellar and one in your kitchen, you ought to put them there now.

"A great fire chief once said that, 'All fires are the same size



1922 Viko advertising started the Viko boom

1923 Viko advertising will send Viko sales soaring

"VIKO has just started"

Just one year of Viko national magazine advertising! 1922 started it.

Yet Viko was an old brand—popular, accepted, respected—long before 1922/ Successful, too. We were well satisfied with it, and so was the trade.

Then we started advertising it to women; in magazines which millions of women read; in a striking, impressive style that made women want Viko and ask for it. Hundreds of dealers have told our jobbers how powerful-

ly this advertising aided them.

Now we're dating a new Viko era from 1922. Viko has just started. With strong advertising support—you'll hear more from time to time about our big program for next year—and with the enthusiastic backing of the trade, we are going to make 1923 a record year of profitable sales for Viko dealers.

Whether or not you have been selling Viko, you will be interested in the future of "The Popular Aluminum." Ask your jobber.

Aluminum Goods Manufacturing Company General Offices Manitowoc, Wia., U. S. A. Mahers of Everything in Aluminum

VIKO The Popular Aluminum

when they start!' None is too big to be put out if the materials are within reach.

"We can add considerably to the security of your home and the safety of your family by adding two inexpensive extinguishers to your equipment. Better let us do it!

"Cordially yours, "Smith & Smith."

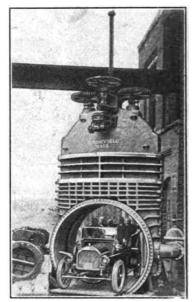
Of course, an appeal like this is good at any time. But when it is made just before or just after the furnace has been lighted (a time when the newspapers always carry accounts of small or large blazes), the power of the argument is strengthened. In other words, you get in at the right time!

There is no end to the possible ideas that can be worked in your territory by mail. The mail order houses manage to sell a good many millions of dollars' worth of merchandise every single month with the aid of the Postage Stamp and Uncle Sam's big staff. The only thing that prevents the local retailer from using the same method of getting new business is the idea that he can't do it.

The only answer is that the mailed hand-shake is an open game, the rewards of which go to the man who uses it most consistently. Why not try it?

Where business goes

Mail-order house sales for the first eight months of 1922 are slightly below those for 1921. In 1921 the sales were 88% more than the pre-war average; for the present year they are 5 1/3% below last year's figures.



This valve helps to harness the power of Niagara Falls

Here is a valve that weighs 65 tons

The largest known valve in the world has been made by a Massachusetts firm for the Ontario Power Company, of Niagara Falls, N.Y. It is of the "gate" variety. It is 31 feet high, and the opening across is 9 feet wide, so that an automobile can easily pass through it. The weight of this valve is 65 tons, the largest single casting in it weighing 15 tons. gate or disc is of cast steel. made in one piece, and weighs 18,000 pounds. This valve is operated by an electric motor and controls the water in a 9-foot penstock. The water falls sheer 160 feet after it passes through this gigantic valve.



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The January issue of GOOD HARDWARE has closed with a gain of 530% over the business carried in January, 1921. This enormous increase was made in the dullest advertising year that most people can remember.

GOOD HARDWARE blankets the hardware trade - hardware dealers read it and like it—it gives the advertiser 45,000 circulation (all retail stores or jobbers) at very little more cost than is charged by other publications reaching less than 20,000 stores.

Is there any wonder that GOOD HARDWARE forged ahead?

Good

THE BUTTERICK PUBLISHING COMPANY TRADE DIVISION Butterick Building, New York

Advertising Growth

In January, 1921, Good Hardware carried 12% pages of advertising. 80% pages are carried in January, 1922—a gain of 530% in one year.

Reprint from PRINTERS' INK, issue of January 5, 1922.



THE HANDBOOK



- the story now is of even greater increase-

GOOD HARDWARE has steadily come up from the bottom of the heap to a point where it is the leader in the monthly field. For the last six months its advertising revenue has been greater than that of any other hardware monthly publication.

We are always glad to tell the why's and wherefores of this unusual growth.

Note |

Advertisers who place contracts now for 1923 can secure the benefit of the present low rates.

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY Butterick Building, New York

Hardware

OF THE HARDWARE TRADE



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Copper & Brass Research Association	The Livingston Co	U United States Chain & Forging Co
Copper & Brass Research Association	The Livingston Co	U United States Chain & Forging Co. 119 U. S. Gutta Percha Paint Co. 6 The U. S. Playing Card Company. Third Cover United Steel & Wire Co. 126 Upressit Products Corp. 112 V The Vollrath Company. 86
Copper & Brass Research Association	M The McCaskey Register Company	U United States Chain & Forging Co. 119 U.S. Gutta Percha Paint Co. 6 The U. S. Playing Card Company. Third Cover United Steel & Wire Co. 126 Upressit Products Corp. 112 V The Vollrath Company. 86 W Warren Tool & Forge Co. 98 Wellston Mfg. Co. 62 Whitlock Cordage Company. 51 Wickwire Spencer Steel Cor-
Copper & Brass Research Association	The Livingston Co	U United States Chain & Forging Co

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It fits

Editorials



the pocket

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LEONARD TINGLE, Business Manager

J. W. GREENBERG, Editor ALBERT B. SEADLER, Associate Editor
912 Broadway, New York

GEORGE H. LEIGE, Eastern Manager, 709 Sixth Avenue, New York

EDMUND CARRINGTON, Western Manager, Mallers Building, Chicago

J. A. Townsend, Pacific Coast Manager, Hobart Bidg., San Francisco

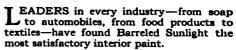
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From the largest industrial plants to the smallest households—

Wherever a lustrous white, washable finish is desired, here is a coating with most unique features



Interior of Kellogg food product plant. Painted throughout with Barreled Sunlight.



Hotels, apartment houses, schools, stores and shops—in these fields also, Barreled Sunlight sales are increasing rapidly.

And now in thousands of homes throughout the country this paint is gaining unusual popularity.

What is the reason for this great expansion of the Barreled Sunlight market?

Barreled Sunlight produces a lustrous white, impervious surface, will not collect dirt and can be washed like tile. Contains no varnish, flows freely and is easy to apply. Costs less than enamel and requires fewer coats.

In addition, made by the exclusive "Rice Process," it is actually guaranteed to remain white longer than any gloss paint or enamel, domestic or foreign, applied under the same conditions.

Get your share of the Barreled Sunlight business which thousands of progressive dealers are already enjoying. Tie up with the extensive Barreled Sunlight advertising campaign. Use our sales helps—all free—window displays, booklets, newspaper electros, etc. Make your store Barreled Sunlight headquarters in your territory.

Write us for free sample can to compare with any other white paint or enamel you are now handling.



Hotel Ambassador, Atlantic City. One of the many famous hotels in which Barreled Sunlight is now used.

U. S. GUTTA PERCHA PAINT CO.

Factory and main offices
45 DUDLEY STREET, PROVIDENCE, R. 1.

New York—350 Madison Avenue Chicago — 659 Washington Bivd. San Francisco—38 O'Farrell Street

And 50 other distributing centers in U.S.A.



Barreled Sunlight has made walls and woodwork in this bathroom white and washable as tile.

Barreled



Sunlight

THE RICE PROCESS WHITE

Vol. IV

JANUARY, 1923

No. 4

Advance prices with the market; then you can come down with it

THE TERRIBLE EXPERIENCE OF 1920 OUGHT TO BE A WARNING TO EVERY HARDWARE DEALER WHO CAN SEE THE HANDWRITING ON THE WALL

By C. W. Carl

Suppose you are selling a certain hammer for a dollar. You have twelve in stock. Suddenly the wholesale price of these hammers goes up to \$1 each. Now if you are going to dispose of the 12 you have in stock at \$1 each, then what's the use of selling them if you have to turn right around and take the \$12 to buy another dozen. Better keep the first dozen in stock and save all the trouble.

Is history going to repeat itself once more in the hardware business?

We all remember the feverish war prices and the trouble that hardware dealers had in adjusting retail prices. Prices soared sky high in 1918-1919. Then, like a house of cards, they collapsed suddenly. Many dealers who were caught in this wreck had large stocks on hand when prices dropped, and the result

was loss of profits, embarrassment, and in many cases, actual bankruptcy.

Are we again approaching such a period? All indications point to a period of prosperity and rising prices. We know that during the past few weeks wholesale prices have been gradually going up. How high will they go? When will they drop? We shall not attempt to answer these questions, but we are going to point out the pitfalls in a period of price fluctuation, why dealers lose money, and what they can do to safeguard themselves.

Inasmuch as the 1918-1921 period is so fresh in our minds, let us see just what happened. After the Armistice we entered into a period of feverish prosperity. Wholesale prices kept going up. In order to see clearly how hardware dealers reacted to this fluctuation, let us divide them into the three following classes:

A Well-Known Economist Says:

Your advice to your readers seems to me sound. I regret that pressure Your advice to your resulers seems to me sound.

A replace to your resulers seems to me sound.

A replace to your resulers seems to me sound.

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A replace to your resulers seems to me sound.

A replace to your resulers seems to me sound.

A replace to your seems to give you any extended expension of opinion for publication.

A replace to your seems to Professor of Economics, Columbia University.

Dealers in the first class sold goods on the basis of what they had paid for them a few months back when prices were lower. They did not go up with the market. In such cases, goods were often retailed at prices as low as current wholesale prices: vet these dealers thought they were making money. But there was a sad reckoning ahead for the merchants of this class.

Hardware dealers of the second class based their retail prices on current wholesale prices, or on the cost of replacement regardless of what they paid for the goods. They went up with the market. They, of course, made very large profits while prices were going up. But they could not stand prosperity. They spent their profits in buying automobiles, fur coats, and excursion tickets. For them, too, there was a sad reckoning, and the sheriff got a lot of them via the bankruptcy route.

Dealers in the third class went

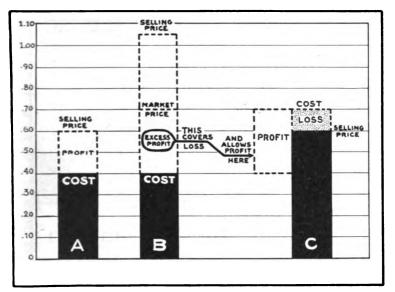
up with the market, and based their retail price on the current wholesale price, regardless of what they paid for the goods. They conserved their resources, kept their expenses in check and made a large profit while prices were going up. They were justified in their high prices, for they did not overcharge, and prices were in line with wholesale markets.

Now what did the wise hardware dealer do? He went up with the wholesale market and adjusted his prices accordingly. He got good prices, but they were not excessive, for wholesale market was going up steadily. He made big profits. But he did not fool himself. He knew that a day of reckoning would come. So he took the excess profit over and above his regular profit and bought Liberty Bonds or treasury certificates; he put them away and DID NOT CONSIDER THEM AS PROFIT. He figured they were his sinking fund or reserve, that he would need them when prices dropped.

A Big Retail Dealer Says:

Yes, I agree with you that the retail hardware dealer should raise his prices as prices go up and lower them as they come down, but the trouble with most dealers is that they will not do what they know they should do. Consumers watch for declines and they, together with our competitors, will see to it that we follow the markets down, but they do not help us in following the markets up. We must do that ourselves, and we are nothing but a lot of chumps if we don't do it, and I am truly glad that you have begun this campaign, and while it may not be practical or advisable to do some of the things you advocate, yet on the whole it is the right doctrine to preach at this time and will be a great help if we will only heed it.

HAMP WILLIAMS, Hot Springs National Park, Ark.



NO NET LOSS IF YOU FOLLOW THE MARKET

This chart shows how the principle of going up and coming down with the market operates. In the case of A, the product cost 40c and retailed at 60c—gross profit 20c. Them in the case of B, the market suddenly went up to 70c, but the dealer still had a stock he bought at 40c. He immediately adjusted his price on a basis of 70c, sold the product at \$1.05 making a regular profit of 35c and an excess profit of 30c. Now he bought at 70c, as shown by C, then the market price dropped to 40c, and he again adjusted retail price to 60c, losing 10c. But the excess profit of 30c in B, if transferred over to C, wipes out the loss of 10c and allows 20c profit. So you lose no money, but make a normal profit, if you consistently follow the market

But that was not all. The wise dealer economized in his operating expenses even while he was making big money so as to accumulate a larger reserve, while many merchants let their expense of doing business run away with them. Then, too, he bought carefully, and did not accumulate a large stock on which to suffer losses when the decline came.

Then came the famous collapse of 1920. Prices tumbled almost over night. Dealers had their shelves full of high-priced goods. The newspapers told the public daily of the tumble in wholesale prices, and said the

cost of living should come down. What should the hardware dealer have done under such circumstances? Well, let us see what happened to the three types of dealers described above.

The No. 1's, who did not go up with the market but sold goods on a basis of what they actually cost, had a hard time of it. Some of them said, "We will hold up the retail price until we sell our high-priced stock." But the daily press kept telling people that prices had come down, so their customers accused them of being profiteers, of holding up prices unjustly. They lost a lot of trade and their good

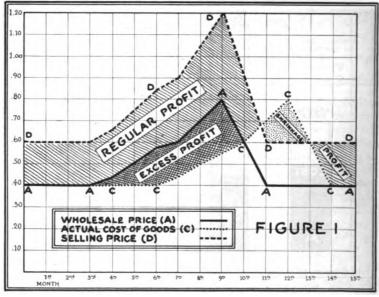


FIGURE 1

This chart shows why a dealer comes out ahead if he goes up with the market and then comes down with it. While prices are going up he makes a big profit represented by the excess and regular profit sections above, labeled "regular profit" and "excess profit." When they come down he has a stock of high priced goods on hand. Therefore he must wipe out a certain shrinkage. If he managed properly, the excess profit which he made while prices went up will be sufficient to wipe out this shrinkage and pay him a normal profit while prices decline. The only way to beat the game is to raise retail prices with the market so you can come down with it

will went to smash, for the public had forgotten (as it always does) that a year or two ago these same merchants had sold goods at low prices—in fact often as low as wholesale prices. Those who could not hold up their prices lost a lot of money. And the sheriff got those who could not stand the loss. All the hardware dealers in this class had to pay the penalty for not going up with the market.

Dealers in Class No. 2, who went up with the market but who spent their big profits buying automobiles, fur coats, and excursion tickets, also came to a sad end. Those who held up

prices after the collapse were called profiteers and consequently lost a lot of their trade. Those who could not hold up their prices suffered a big loss and either had to borrow money or go into bankruptcy.

The No. 3's, who went up with the market and saved their big income for a rainy day, are the only ones that beat the game. They came out ahead.

They put aside the excess profit as a sinking fund or surplus and invested it in Liberty Bonds. Then, as the market declined, they cashed in their surplus invested in Liberty Bonds, and deposited it on their commercial account. They came down with

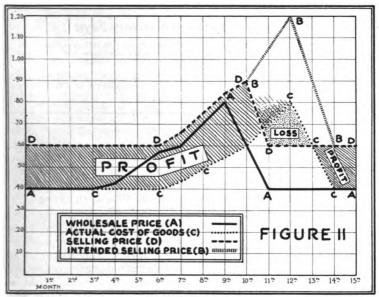


FIGURE 2

This chart shows why a dealer loses if he does not go up with the market. If he sells on the basis of actual cost (C) he makes a normal profit, but accumulates no reserve. When the market declines, competition forces his retail price (D) down, so he must absorb a shrinkage. But he has no reserve, so the shrinkage becomes a dead loss. If he holds up prices he loses trade. The curve B represents profit he expected to make, but he can't hold up the price. If he can't stand the loss he goes into bankruptcy. The only way to beat the game is to go up with the market so you can come down with it

their prices, charged off a loss against the money invested in Liberty Bonds, and still had enough left to pay their running expenses, allow themselves a profit during deflation, and to discount all their bills.

They came down with prices when people expected them to come down, and, therefore, got a lot of the trade from the dealers who were holding up prices. They beat the game, and were rewarded for good business judgment. They went up with the market, made a lot of money (but carefully laid part of it away), came down with the market, and then balanced their decline in price against the money laid away. They satis-

fied their customers, kept their credit intact, and also made their regular profit.

So much for the war period. How about present day conditions? Well, as we said before it looks as though history is going to repeat itself once more. Wholesale prices are again going up. Every week the average price level is higher. We don't know how high it is going to go, but it's a pretty sure thing that if prices go much higher, sooner or later they are going to come down again. With the bitter experience of 1920-21 fresh in mind, now is the time to lay plans for that final day of reckoning. Just as surely as Digitized by GOOGLE

National Association Secretary Says:

You will be performing a considerable service if you will emphasize to the retail trade the necessity of following market advances and declines. To my mind the policy pursued in this connection indicates whether a retailer is a merchant or a storekeeper.

T. JAMES FERNLEY, Secretary-Treasurer, The National Hardware Association of the United States.

prices will again decline, just so surely will thousands of dealers again get caught in the drag-net that will sweep them to ruin, unless they prepare for it at once. Now is the time to prevent that ruin. It will be too late when prices have reached their peak.

What can the hardware dealer do to safeguard his future? The answer is simple. It is just this:
"GO UP WITH THE MARKET AND COME DOWN WITH IT." When the wholesale price goes up, immediately adjust your retail price on the basis of the new wholesale price, regardless of what you paid for the goods in your stock or how much you have. Let us illus-

Suppose you buy an article at 40c.; you add a gross profit of 50% or 20c. and sell it for 60c. a pound. Suddenly the wholesale price goes up to 70c. a pound, but you still have a good stock of the goods you bought at 40c. You should immediately

trate:

adjust your retail price to the new wholesale price of 70c.: that is, add 50% of 70c., which is 35c., to the new market price and sell the goods at \$1.05 instead of 60c., even though you only paid 40c. for your stock.

But the conscientious dealer will ask if that isn't profiteering? No! Not at all! For the simple reason that you are puting away this extra profit so that you can come down with the market. When it breaks you will probably have a supply of 70c. goods that you will have to sell for 60c., thereby actually losing 10c. plus your selling expense and profit which will just about be equal to the extra profit that you made when prices went Every successful business house acts in accordance with this law, and it is the only sure and honorable way that a hardware dealer can come out ahead

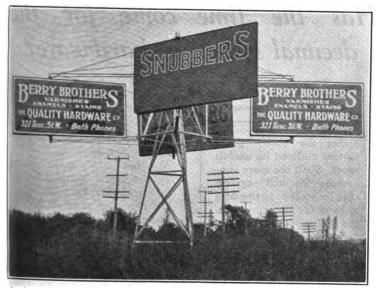
(CONTINUED ON PAGE 43)

A Business Expert Says:

It seems to me that it obviously is only sound business policy for any retailer or other business firm to accumulate reserves during a period of pros-perity which can be used to tide over the business when prices drop. The greater the boom the more certain it is that a severe price reaction will occur later. In order to accumulate this reserve, it seems to me that the adjustment of prices to the upswing of the market is only one factor. It is fully as important to economize in operating expense at that time even though trade is highly prosperous, and, before the peak is reached, each merchant should adjust his purchases and his stock so that he will have only a minimum quantity of merchandise on hand on which to suffer a loss.

MELVIN T. COPELAND,

Director, Bureau of Business Research, Harvard University.



As the wind blows, these delicately balanced signs move slowly around.

The sign, being in motion, attracts and holds attention

Windmill sign is new advertising kink

A novel idea in store advertising has been successfully worked out by the Quality Hardware Company of Canton, Ohio. The areo advertising sign, built somewhat along the lines of the old-time windmill, is being used by the Quality Company.

The sign is mounted on an all structural steel tripod and revolves on special bearings. It has four wings of two sides each. All eight surfaces are used for advertising display. The weight of the wings is suspended and the slightest breeze sets them in motion.

This windmill type of sign has offered the advertiser approximately 400 square feet of adver-

tising space, and according to officials of the Quality Company it has been found to be one of the best mediums of exploitation yet brought to their attention. It not only attracts the attention of the autoist, but has become an all-year medium.

The first sign, erected by the company just outside Canton on the Lincoln Highway, has created much comment.

Change of advertising matter occasionally has made the advertising sign a medium for the exploitation of timely articles.

Want to sell more radio apparatus? Read Mr. Chester's article in this issue.

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Has the time come for the decimal system in hardware?

IN THIS ARTICLE WE GIVE YOU THE A B C OF THE DECIMAL SYSTEM, AND TELL YOU WHY THE OLD-FASHIONED DOZEN-GROSS SYSTEM IS OUT OF DATE

Has the dozen - gross system outlived its usefulness? Shall the more convenient decimal system take its place? Is the time at hand for changing from the old-fashioned, clumsy dozen gross system to the modern decimal system?

Intelligent business men want to make sure to hold onto the good of the old, but that must not blind them to the advantages of the new, the modern and the progressive. Progressive men seek methods for bettering conditions; backward people thoughtlessly follow the beaten path.

In this article we are giving you the A B C of the decimal system. After you have read it over carefully, fill in the card expressing your opinion and mail it today.

QUESTION—What is the decimal system?

Answer—The decimal system as applied to the hardware business, is the method or practice of pricing, buying and selling in quantities of ones, tens, hundreds or thousands, rather than by the

dozen, gross or great gross.

Q.—Is the decimal system something new?

A.—No! It was originated by the Arab Mathematicians thousands of years ago. They hit upon the number ten because of the fact that man has ten figures. It is used in many civilized countries.

Q.—Where does our dozengross system come from?

A.—We got it directly from the English.

Q.—What is the present proposal?

A.—The proposal is that the hardware trade adopt the decimal system, and that hardware be priced, bought, packed and invoiced, in quantities of ones, tens, hundreds, thousands, etc., instead of in the clumsy dozen-gross denominations.

Q.—Why is a change proposed?

A.—Because the decimal system is infinitely more simple than the dozen-gross system.

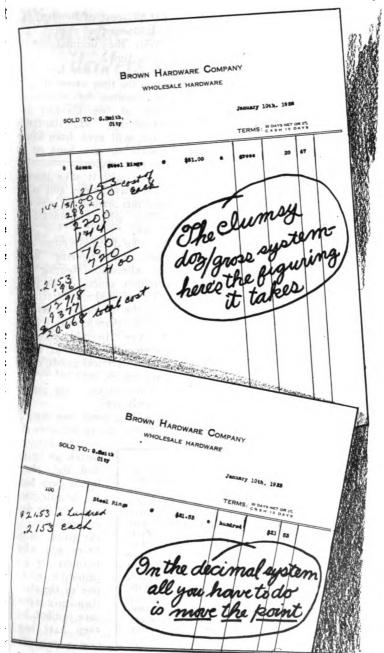
Q.—What are other advantages?

A.—It will do away with much of the troubles now connected with figuring invoices, will reduce errors, save time, and confusion.

Q.—Wherein is it more simple than our present system?

A.—Let us illustrate: suppose you buy 8 doz. of an article

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In figuring the average invoice the decimal system will save from minutes to 1 hour-and eliminate errors

@ \$31.00 a gross. The usual way of figuring each and the total is as follows:

144)\$31.00 (.2153=cost each

288

 $\frac{220}{144}$

760

 $\frac{720}{400}$

\$.2153—cost each 96—8 doz.

12918

19377

. \$20.6688—total cost

Now if this product were priced at \$21.53 a hundred then

\$21.53=cost of hundred 2.153=cost of ten

.2153=cost of each

To find the total cost we must multiply the price of each by 96. Thus:

\$.2153—cost each 96—8 doz.

 $129\overline{18}$

19377

\$20.6688—total cost

You would save an operation—that of dividing to find the

cost of each. But the decimal system were in use, the chances are you would have bought 100 instead ofThen the operation would simply be one of moving the decimal point—a mental operation—no multiplying o r dividing needed.

Are you in favor of the decimal system? In this article we give you the A B C of this system. Read it, then

let us know what you think about it. Your

influence means a lot.
As a service to the hardware trade we are enclosing a ballot card. Your vote will be tabulated and passed on to the leading manufacturers and jobbers. Mail the card today.

\$21.53—cost of hundred .2153—cost of each

Q.—Will the decimal system save time?

A.—Yes. It has been estimated the time saved in figuring invoices by eliminating much of the dividing and multiplying, as illustrated above, will save from fifteen minutes to one hour on an average invoice.

Q.—How will it save money? A.—It saves time, and to the good merchant time is money.

Q.—How will it eliminate errors?

A.—The decimal system eliminates a lot of figuring. When you eliminate figuring you eliminate much of the possibility of making errors.

O.—Is the decimal system used in other than hardware lines? A.—Yes. In many classes of merchandise such as rubber goods, electrical goods, candy, gum, cigars, etc.

Q.—What systems are used in hardware?

A.—At present we use all systems. Stove bolts are sold

by the hundred. cartridges by the thousand, planes by the piece, butts by the pair, hand saws by the dozen, and screws by the gross. Many years ago when business w a s primitive each one of the above denominations was justified, but they have now (CONT. ON P. 52)

What does 1923 offer hardware dealers in radio sales?

BROADCASTING STATIONS HAVE NOW HOOKED UP THE BEST ENTERTAINMENT IN THE COUNTRY AND RADIO BUSINESS HAS TAKEN A BIG JUMP AHEAD

By Roland B. Chester

When the radio craze died down this summer broadcasting stations got busy and hooked up the best entertainment it was possible to get. Now they are sending out grand opera, election returns, speeches, symphony concerts. As a result, the boom is on again and 1923 will be a big radio year. Mr. Chester gives dealers valuable tips on how to make the most of it.

BEYOND doubt, people came to Gutenberg after he had finished his first edition of the Bible and said to him, "Now that popular curiosity in regard to your new process of printing is satisfied, you won't be able to sell many more books." Exactly same nonsense is being said about radio. "As soon as the novelty wears off," predict lots near-prophets, "the radio business will collapse."

It is true that radio has been a novelty and that many people did buy radio apparatus for curiosity's sake alone. But just

as is the case with printing, it is what is conveyed by the medium, and not the medium itself, that is the important thing. In other words, as long as the broadcasting stations send out programs of interest to the public, the radio business will remain alive and active.

Better programs

No one realizes this more fully than the broadcasting stations themselves; and the constant aim of those that are well managed and are seriously interested in radio for its own sake is to improve their service and broadcast those things that the public wants to hear. Such stations started with phonograph music a year or so ago, but as soon as they found the public demanded something better, they invited artists and speakers to come in person to their studios. Programs of this kind were entirely acceptable last year, and were responsible for the craze that made radio a real business; but excellent as much of this material was, the leading broadcasters knew that it could not be continued indefinitely without further improvement. A number of experiments were conducted last

winter by a big radio company in Pittsburgh, and as a result the radio public is now hearing such events as World Series baseball games, championship football games and boxing contests, grand opera, symphony concerts, addresses by famous men before large audiences, theatrical performances, church services, and many other things direct from the scene of action by means of telephone wire connections.

An enlarged service

Just as the moving picture people went out of their studios and used real scenery for their pictures, so are the broadcasters going outside for features that are far bigger than anything they could stage in their studios. The radio public is now getting the best of music and the most important of events that are capable of being broadcasted.

They get, too, the atmosphere-the applause and laughter of the audiences as the speakers score hits, the impressive demonstrations to artists on the conclusion of successful operas or recitals, the shouts of the crowds and the music of the bands at the ball-park or football field, the cries of the spectators around the boxing ring. This kind of broadcasting can never lose its popularity. gives to the world at large the things that have heretofore been reserved for the chosen few.

People will pay real money to receive this sort of thing in their homes, especially when they realize that it will continue to come to them indefinitely.

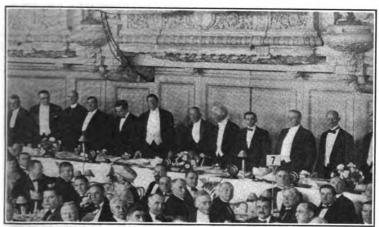
What they will not spend money for-and this is a point that many dealers have not as yet fully realized—is mere apparatus for its own sake. ceive of the ether as a theatre and radio receivers as seats in this theatre. If you were endeavoring to sell theatre tickets, would you emphasize only the comfort of the seats, their handsome plush upholstery, their nearness to the stage, and other advantages of the seats them-Unquestionably would not. You would exploit the show itself, and merely indicate that you had seats of all degrees of desirability at prices that varied accordingly.

A world-wide theatre

To sell radio apparatus successfully, therefore, the dealer should advertise the programs that can be heard with the apparatus. Experiments along this line were carried out in New York only last fall. Before each major radio event, such as a championship boxing contest, football game, election returns. symphony concerts, many dealers put posters in their windows calling attention to the event, and suggesting that receivers should be bought now to hear it. This plan proved highly successful and was undoubtedly one of the most important factors in breaking up the summer stagnation and starting off business actively in the fall.

It is admittedly a difficult plan to follow especially in localities far removed from the metropolitan stations. It requires careful following of the work of the stations, a thorough knowledge of the features that can be consistently heard in a given locality, and the securing of the programs of the better stations in advance. It also involves uncertainties because staample evidence that the dealer actually wants it and makes good use of it.

There are many broadcasting features, however, that every live dealer can easily learn of for himself and utilize to good



People will pay real money to hear such events as the Friars' Club Banquet, which was broadcasted from Newark, N.J., by one of the big companies recently. Listeners as far west as Montana heard clearly the speeches by Will Rogers, George M. Cohan, Judge Landis and others, Note the microphones along the edge of the speakers' table

tions, through no fault of their own, are sometimes compelled to cancel features of importance.

However, the dealer ought not to be expected to carry out this particular plan of promotion unaided. He should reasonably look to the jobber or manufacturer who supplies him with his goods to keep him informed of coming events that will help make sales. Both the jobber and manufacturer, who should be in close touch with the broadcasting situation, ought to be willing to supply this information — but rest assured they will not unless they receive

advantage. For example, the Chicago Opera is being broadcasted two or three nights every week from KYW, Chicago, during the opera season; also, the concerts of the City Symphony Orchestra, New York, are being broadcasted by WJZ, Newark, N. J., practically every Sunday afternoon until the end of March. A very large proportion of the dealers reading this article ought to be able to capitalize on either or both of these events. The Chicago Opera is being consistently heard from Ohio to Louisiana to Montana, and on favorable

(CONTINUED ON PAGE 54)

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IMPORTANT.		
Spede we are est of. Goode we are low on. Goode called for not in our stook. Prices higher or lower than our own.		
Fault found with any article. MUST BE DESCRIBED ON THIS BLIF IMMEDIATELY TO OFFICE		
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This stock slip saves you from losing sales by guiding your buying

Getting rid of the "just out of it" evil

Some one comes into a store to buy a certain size tea kettle that is supposed to be carried in stock, but the clerk can't find any of the kettles and has to tell the woman that he is "just out—but will have some in again next week."

The Peirson Hardware Company, Pittsfield, Massachusetts, has worked out a simple plan of preventing such occurrences as this.

A stock slip like the one illustrated is filled out and sent to the office whenever a salesman finds stock on any item is low or exhausted. By means of this check "fill-ins" can always be made promptly. The slip is also used whenever a sale is lost for any reason. It acts as a check

on shortages of stock, keeps the head of the business posted on the nature of complaints and also gives him a record of the salesmen who have their eyes open. Pads of these slips are kept at every counter. Their use has proved very helpful in satisfying customers and preventing the loss of sales for other reasons besides stock shortage.

Charges interest on old accounts

The Hoyt Hardware Company, Wellsville, New York, has for several years been giving a discount of three per cent. on cash purchases amounting to thirty-five cents or more, the discount on thirty-five cents being one cent. In every case this is given to the customer with the remark: "The refund is the discount for cash."

Charge customers are obliged to pay the marked priced for the goods. If their accounts run more than sixty days, six per cent. interest is added from that time. This is explained to the customer at the time the account is opened. In the three years that this plan has been used there has been one complaint.

Fill out the postal enclosed. Tell manufacturers and jobbers what you think about the decimal system.

How Robinson sells toy vehicles to Los Angeles boys

AN ALL-YEAR CAMPAIGN WHICH INCLUDES AN AUTOMOBILE AND ACCESSORIES SHOW IN MAY MAKES BUSINESS FOR ROBINSON

By Charles Abbot Goddard

HEN the buyer for the toy vehicles for the J. W. Robinson Co. of Los Angeles goes into the market in February he has the same idea in the back of his head that the automobile agent has when he rushes to put his advance motor models on his floor.

This buyer goes over the toy automobile market very thoroughly and keeps his eyes open for the newest and most striking models and the new trend. He puts in orders for practically his entire stock in this line for the following holiday season. He selects something like

sixty models and a number of accessories, for the boys of today know about all there is to know about their father's machines and the accessories.

With his models selected he returns and prepares a program to acquaint the youths and their parents with what he has for them. By May

the new models are in stock. School will soon be finished and the boys will be away on vacations. May is selected is the month in which to increase the reputation of the toy vehicle line. The plan used by this store will have in it something of interest to every dealer who wishes to develop a juvenile business that will average considerable per sale. The juvenile vehicles sold by this store range in price from \$8 to \$250. sides, there are many additional sales in the way of special horns, extra-size steering wheels, lights and so on, just

as in the sale of a real car.

As soon as the stock is marshalled into shape there is put before the boys of the city advertisemetns that illustrafeature tions of juvenile vehicles. All the fascination of the motor pages of the newspaper is into them. The illustrations are carefully selected and across

Robinson's, of Los Angeles, make a special all-year bid for wheeled goods sales. They conduct a twelve months campaign during the course of which they make their appeal to the boys who eventually will be the owners of the foot - power automobiles. They have made the new models of great interest - and benefited cordingly.

the top of the space is this line: "The 1923 Models are Here!"

Now, every boy of the community has been interested in the 1923 models of the cars in the regular market. He is, therefore, wide-eyed when it comes to 1923 models in cars of his own size. Two invitations are extended to the boys to come to the store on two consecutive Saturdays of May to see the new line.

When they arrive on the floor they see a roped-off area with sawdust over the floor. Around the edge of the area a valance runs in imitation of the usual tent or canopy.

Each car is set on an individual rug, which frames it. Beside it is a fern or palm or some other floral decoration. All about are vari-colored Japanese lanterns. At one side an orchestra is playing. Each car has its card, designating the make that it imitates, a plan that helps to interest the boys in proportion to the faithfulness with which the makers follow the lines of the real cars.

A real automobile show

Thus, each boy feels that he is visiting a real automobile show, and the entertainment provided for the mothers in the way of music appeals to them

If you haven't time to read it now, slip this issue into your pocket and read it tonight at home. and prevents their pulling away the enthusiastic boys too early.

Many fathers are seen in the crowds, apparently taking as much pains to "get the points" as if they were buying real cars for their own use. There is, too, a special department for accessories which shows the boys many new ideas and increases the sales over what they would be were this line to be stocked only in showcases.

Room for trial spins

By the time the two shows have been held thousands of boys of the city know that Robinson's is the place where they will find the particular vehicle they want for a gift for a birthday or Christmas or in connection with no special date whatever. A large number of the boys has been sold on the particular make—sold permanently.

One rule of the department is to have plenty of room for the boys to try out the cars. A car on top of a showcase will not find a buyer without considerable talk and time, as compared with the same car resting on the floor just waiting for the boys to whirl it about. Let a boy sit behind the wheel for a trial spin and the car is sold. Salesmen, too, are patient with the lads, and they are allowed to Barney Oldfield around to their hearts' content, older folks watching their steps the meanwhile.

By conducting these two shows the store not only starts its vehicles selling early but also creates a reputation and de-

(CONTINUED ON PAGE 60)

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An unusually good looking window trim which was used to usher in the opening of the hunting season

Makes sports window for hunting season

The accompanying illustration is a view of the attractive sporting goods show window of Byrum Hardware Company's store at Ensley, Alabama. This store, which makes a specialty of sporting goods is noted for its attractive win-F. L. Richter, manager of the department, who decorated the window, says that windows are the best advertisement for the sale of sporting goods that any store can have. There many attractive аге sports windows in Birmingham, of which Ensley is a suburb. but this window is considered one of the best. The opening of the game season in Alabama

has led to the best business in sports goods that dealers have had in a number of years, and the reported plentitude of game throughout the state makes windows such as this popular.

How he sells more knife sharpeners

Recognizing the fact that few housewives have facilities for keeping their knives sharp and that many of those who do have such facilities know little of the art of sharpening, a hardware dealer introduced a kitchen knife-sharpener by advertising that he would sharpen knives free on a certain day. A large number of knives were sharpened and many sharpeners were sold as a result of this idea.

Editorials

Ideas Worth Saving TO get the most benefit out of GOOD HARWARE clip all the merchandising ideas

out of each issue, classify them according to subject, and file them away in a scrapbook or in envelopes. stance, in this issue you will find an article on simplifying the paint depart-File that away under PAINT. ment. Then there is a good article on advancing prices with the market which should be kept under the heading You will find also helpful PRICES. merchandising articles on toys and radio; a discussion of the decimal system-an article that tells how to make the job of filing your income tax report easy; and a number of practical stunts on sales and store management.

If you do this little job of clipping and filing once a month you will soon have a mine of good ideas on selling, display, advertising, and store policy that you can turn to for help every time you want to trim a window, run a sale, arrange a display, reorganize a department, or put a little new life into the business generally.

GOOD HARDWARE presents you

every month with the ideas of the smartest and most successful merchants in the hardware business. They ought to be worth saving.

Easy
Competition

A FRIEND of ours recently made a 700-mile automobile trip. He is the sales manager for an automobile accessory house and on this trip he was trying to find out whether garages, as a rule, made any real effort to sell.

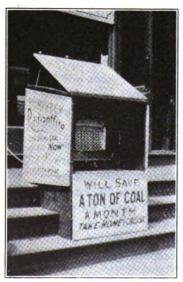
Only one garage actually tried to sell him something. At all the other places, he would drive up and the attendant would come out and ask "How much?" He would say, "Five gallons." In almost every instance he could have stood 7, 8 or 10 gallons. But the man on the job at the one garage was a salesman. He greeted the automobile owner with the words "Fill her up?" and later asked, "How about some oil?" To both questions the owner answered, "Sure!" The suggestions here more than doubled the amount of the sale.

The incident brings out once again the fact that garage people are not merchants. That is why manufacturers are looking more and more to the hardware dealer as the logical outlet for the sale of auto accessories. It is to be hoped that the hardware dealer will measure up to his responsibility.

Warm breezes help to sell heaters

The illustration on this page shows an old trick which a Pennsylvania dealer recently revived to help his sales of gasheaters. It is a gasheater, boxed in on three sides, and open in front. The heater and box are placed outside of the store and gas is fed to it by an extension of pipe. On cool days the store is lighted and the warm air attracts passersby. The box was built so that twelve inches of space remain between all side walls and the heater.

On very cold days, signs are used with these inscriptions: "It won't be so cold when you hop out of bed in the morning if you take one of the heaters



Placing this device outdoors on cold days and turning on the power sold many heaters for this dealer

home and light it when the alarm clock first calls you."
"Take the chill off the diningroom these cold mornings by lighting this heater fifteen minutes before you start the toast."

The fire burning out-of-doors has attracted many buyers to this store and the sale of larger stoves is often made. The cost of installation is almost negligible in view of the returns.

Loafing dollars are put to work

If you have any loafing stock that's tieing up the returns on your original investment, dollars that are loafing in your store, you may be able to get them to work for you in the same way that an Ohio shoe merchant did recently. He found it had "a bunch of dollars loafing in stock," so he tied up a lot of shoes which for reasons of odd sizes, etc., had lagged behind in sales.

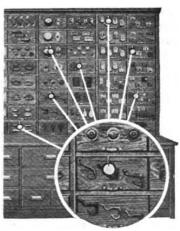
"These dollars must get busy," states this firm. "They are strong, husky and able to work, like the shoes. We want to round them up, get them together and find them new jobs in financing new stock. We expect to chase these loafing goods out of the store in double-quick time. Examine the shoes—see if you cannot put one or more pairs to work, and release our loafing dollars."

This was a small-sized ad, but it stirred up a lot of extra business, and really did "release the loafing dollars." It's applicable to any business.

Monthly cash prizes for the best ideas from hardware men

Buying guide wins first idea prize for January—\$10

We have devised a good plan for keeping merchandise records, says B. A. of a western hardware store. Small items are kept in drawers or shelf boxes and a small red tag is fastened to each drawer by a string which hangs inside. When a salesman finds that stock in a certain drawer needs replenishing, he lifts out the tag and lets it hang over the front Each morning a clerk either fills these boxes from surplus stock or else makes an entry in the "Want Book" kept for that purpose. In this way the person who does the buying has accurate records by which to guide himself.—B. A.

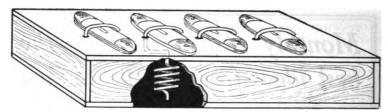


When a clerk notices that stock of an item is running short, he pulls the tag out of the drawer and lets it hang in front

Anniversary sales idea that wins a prize—\$2

In order to work up a lot of advance enthusiasm for its recent 88th Anniversary Sale, Euwer's, of New Castle, Pa., ran an advertisement on white enameled dish pans without mentioning the sale price. The pans were fully described as being worth from \$2.25 to \$2.75. The sale price was intentionally omitted and this question was

asked, "What Will the Price Be? See this space tomorrow." The next day the same details were mentioned, and the price was played up in big, heavy type. The pans were priced at 88c to conform with the anniversary year. The idea created considerable interest in an unusual event, but cannot be worked often.—Charles E. Heywood,



Here's one way to stop shoplifters from taking knives

This idea can save you from shoplifters—\$2

One of the difficulties in selling pocket knives is that they are so easily stolen by dishonest customers. If the clerk turns away for just the fraction of a second, the light-fingered shoplifter can easily put a few knives in his pocket and the store must take the loss.

If the clerk remembers what knives he was displaying, the store may recover them. It is not likely, however, that he can remember several dozen knives, and if he is uncertain he will not risk offending a possibly innocent customer. The illustration on this page shows a display case which is safe from shop-lifters. The knives are fastened to the surface of the case, and if one is removed its place is left empty. Each knife is held in place by a coil spring under the surface of the case itself.—G. L. CONNOR.

Here's an idea that sold 600 brooms in a day—\$2

By hooking up with Barnum & Bailey's Circus Parade I managed to sell fifty dozen brooms in one day. The parade was scheduled to pass our door at 11 a.m. so I got special police permission and stacked all of the brooms on the sidewalk in front of the store for a week before the parade. Large signs on them gave the special price and named the day of the sale, which was also the day of the parade. The night before I covered my automobile with signs and banners announcing my "50 Brooms Sale." I also rigged up

a large bell to my car's battery. Next morning I was at the circus grounds and when the parade started I led it. I was followed by the band wagons, police escort and cowboys on horseback. I kept my electric bell going strong and four boys on the sidewalk on each side of the street wore specially decorated hat bands and carried signs announcing the sale. The signs and banners on my car did the rest. Everyone seeing me headed down the street at the head of the parade thought that I was part of it and everyone grabbed at the circulars the boys were passing out, under the impression, probably, that they were free circus tickets. The result was that by five o'clock that evening every one of the fifty dozen brooms was sold.— B. R. Glucklich, Chicago, Ill.

You can save time by using this idea—\$2

We have installed a bell system which eliminates much of the waste of the time that was lost when clerks had to wait around the store during dull periods. For example, when there are no customers in the store there is an excellent opportunity for clerks to work around down cellar to take care of and familiarize themselves with old and new stock. One clerk, however, must be at hand to take care of what trade there

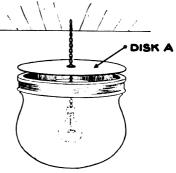
is and to notify other clerks if more than one customer should come in at a time. To make this possible we have installed a bell in the cellar and put push buttons for it back of the counters and in the bookkeeper's office. At some times there is no clerk at all on the floor, but a system of rings by the book-keeper brings the right clerk, or the right number of clerks hurrying upstairs.-Hope W. ALDEN, Campello, Mass.

Keep your lights free from dirt this way—\$2

The results of carefully planned lighting are often lost because of the difficulty of keeping the decorative globes which fit around store lights free from dirt. The accumulation of dust, moths and insects in the bottoms of inverted globes detracts not only from their appearance but also from their power. In addition, the job of cleaning them is long and tedious.

In order to eliminate this waste of time, effort and electric power, the Linder Hardware Company of Tulare, California, has improvised air-tight disks, which fit over the open ends of the lights and keep the interiors

free from dirt. In the illustration the disk A over the opening shows the working of this ingenious arrangement.—C.A.G.



Dust robs lights of power; this disk keeps them clean inside

Why must the retail merchant keep a good set of books?

UNCLE SAM HAS ORDERED IT AND, BESIDES, IT'S GOING TO PROVE GOOD BUSINESS FOR THE MERCHANT TO KNOW JUST WHERE HE STANDS

Here is the order issued by the Commission of Internal Revenue and approved by the Secretary of the Treasury, November 7, 1922:

"Every taxpayer carrying on the business of producing, manufacturing, purchasing, or selling any commodities or merchandise, except the business of growing and selling products of the soil, shall, for the purpose of determining the amount of income under the Revenue Act of 1921, keep such permanent books of account or records, including inventories, as are necessary to establish the amount of gross income and deductions, credits and other information required by an income tax return.

"The taxpayer shall produce such books of account or records for the inspection of revenue officers duly authorized by law to inspect the same, at such time and in the manner provided by law."

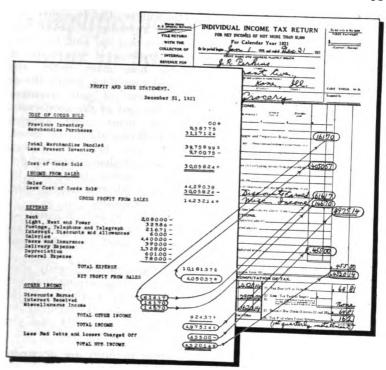
WO months ago the Secretary of the Treasury signed an order making it compulsory for every retail merchant to keep accurate book accounts. That was a good piece of business for the Government. It

is going to give Uncle Sam many thousands of dollars that he hasn't been getting in the past.

The retailer's gain

But it was a better piece of business for the retail mer-The Government in rechant. quiring him to keep books has really done him a very good The extra money which he will now have to fork over to Uncle Sam is small potatoes compared with what he will save by keeping accounts. In the long run, this order is going to put the merchant way ahead of the game. There is no doubt about it. One of the first principles of success in business today is that the merchant shall know exactly how he stands at all times. And how can he know where he stands if he doesn't keep strict accounts?

This isn't any economic hokum, either. The fierce competition of the mail order houses, the chain stores and the up-to-date independent merchants who DO run their businesses scientifically makes it a pretty hopeless fight for the fellow who is still running his business under his hat. There are so many smart fellows in the game doing things the right



You have to keep records in order to make out your income tax return properly, but those records help you run your business. The illustration shows the direct relation between your profit and loss statement and your income tax return

way that the merchant who still thinks it's enough to figure out what he had on hand in the morning and what is in the till at night hasn't got a chance.

David H. Blair, Commissioner of Internal Revenue, said not long ago:

"Income tax laws have brought a degree of stability to the ranks of small business. The small business man has been taught the value of book-keeping. He has learned that loose accounting methods are ruinous. The income tax laws have compelled him to keep

records showing profits and losses. It is obvious, therefore, that the small business man can be a great deal more honest with himself, as well as with the government, when his ledgers show exactly how he stands in a financial sense. The introduction of better accounting methods in this element of business has produced a very wholesome effect upon the business of the country as a whole."

Stated in a single sentence, the income tax problem of the retail merchant is simply this:

Every transaction made in your store during the previous year must be represented in the income tax return which you make to the Government.

You may have a bookkeeping system that will give you this information and that satisfies you. You may not. You may take care of the figure work in your store or you may have an assistant do it. You may be careful about keeping your records up to date, or you may let your work pile up so that you have the whole thing to do at the end of the year.

What you must know

Whatever your bookkeeping methods or your lack of them, here are some of the questions which you will have to answer honestly, accurately and in detail for the Government, and that you certainly ought to be able to answer for yourself:

What was your inventory on January 1st and December 31st, 1922?

How much merchandise did you purchase during the year?

What was the cost of the goods which you sold in 1922?

What did your sales amount to?

What expenses did you incur?

What was your net profit from sales?

What discounts did you earn? What interest money did you receive or pay out?

What other income did you have?

What bad debts or other losses?

If you have this information

you will be able to figure out almost anything else about your business that you want to know. For instance, if you want to know how many times you turned your stock, simply divide the amount of your inventory into the cost of the goods sold. Among items under expense the following should be listed: Rent, light, heat and power, postage, telephone, interest, discounts, salaries, taxes and insurance, delivery, depreciation, general expense.

The Government will not accept and you should not want answers based on approximation.

If you have not already some system of bookkeeping that will give you this information in the shape that the Government demands, it is necessary that you adopt one right away.

Simple methods are accurate

There are several good and simple methods now in use. If you don't know of any, write us and we will give you the information. In any case we would advise any merchant who is trying to make a selection to choose a system that will not only give him the information he wants at the end of the year, but at any time during the year that he needs it.

Suppose your store should burn tonight—what kind of statement of your business could you give the fire adjusters tomorrow morning? Would you be satisfied to accept their estimate of the loss incurred? Could you give them a finan-

(CONTINUED ON PAGE 56)

Simplification—the need of the hour in paints and varnishes

THE BIGGER PAINT PROFITS ARE MADE BY THE DEALERS WHO SIMPLIFY THEIR LINES INTELLIGENTLY SO THAT THEY INCREASE THEIR TURNOVER

By Carl W. Dipman

WITHIN the last year or two simplification has become the byword in most classes of merchandise. Grocers are learning that they can make more money handling only 500 well selected articles than if they handled 1.700 or 2.000. The chain store showed them the way. Cigar stores can make more money on a few well-chosen grades of cigars than they can. by handling every brand made. The new hardware products and inventions which demand a

place on the dealer's shelves are daily increasing. The line is becoming so complex that it taxes the imagination.

Hardware dealers have felt the need of simplification and very wisely the National Retail Hardware Dealers' Association has taken up the problem. Many manufacturers of the industry are at work simplifying their lines. Simplification and standardization of the hardware line is the great need, and the paint line is a good place to start.

What a Dealer Can Do to Simplify His Paint and Varnish Stock

- 1. Clean out of stock all slow-moving and unsalable paint, dump into a barrel, stir up, mix, and sell for barn or factory paint.
- 2. Cut down the number of colors, sizes, and specialties to the minimum, then stock the ones you do handle liberally. Small and moderate size dealers should adopt the short color card. Stick to one line in each major product.
- 3. Write your manufacturer and tell him you are in favor of simplification, and the reduction of the number of colors, sizes, and specialties.
- 4. Sell general paints and varnishes for as many different purposes as possible, thereby eliminating from your line some of the specialties.
- 5. Buy only salable goods. You can't buy from every Tom, Dick and Harry and be successful. If you buy more than you need for the sake of a discount, the overhead will often eat up the discount.

In previous paint articles we made reference to this problem, and as a result dozens of hardware dealers have written to us commenting on the situation. Space prevents our publishing all of the letters, but accompanying this article you will find a few extracts.

Hardware and paint dealers

colors. This merchant had simplified his suit line, yet he was one of the largest dealers in the city.

We say the paint people should learn this lesson, because many dealers and some manufacturers are laboring under the delusion that in order to conduct a successful paint busi-

A discount of	If it takes one year to sell goods the discount actually amounts to	Discount disappears entirely if goods not sold before			
5%	Nothing	11½ mos.			
• 10%	5.12%	17 mos.			
10%-10%	14.62%	25 mos.			

On goods bought at 5% discount turned twice a year, the discount becomes 2.6% on each buy.

This table tells you what happens to your discounts if you buy too much varnish. The interest and overhead on the goods in stock may eat it up. The first column gives the discount, the second tells what it amounts to if it takes one year to sell the goods, and the third tells when it disappears entirely. An extra discount, then may not mean an extra profit

must learn the same lesson that successful clothing dealers have learned. Let me illustrate. A few weeks ago I walked into a large city retail clothing house and told the clerk I wanted a suit, and that I had a particular pattern and color of cloth in mind. The clerk shook his head and said politely, yet firmly, "If you have a particular color of goods in mind, then there is no use looking through our stock of suits, for we will never find it, and we will both waste our time." He then proceeded to sell me on his line of more or less standard patterns and ness they must have in their stock every shade and color for which they ever have a call. When a woman comes in for half a pint of Egyptian Blue to match an antique or a fancy, too many dealers feel that they must have it. Dealers should bear in mind that it may be advisable to pass up an occasional small sale for the sake of a simplified line, a small investment and larger turnover.

Now, what do we mean by simplification? Let us illustrate by taking as an example, a hardware store I visited a few days ago. This dealer, with

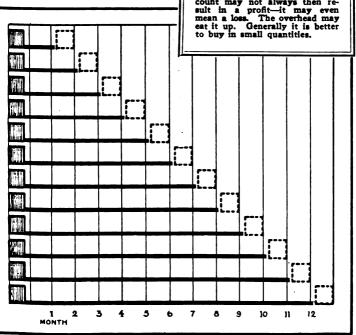
only a small paint business, has a total of 784 different items, colors, sizes, or paint products in stock. He carries two brands of house paints, each in two or three dozen colors, and five different sized packages. He carries two lines of auto enamel, three lines of varnish stains, a half dozen different kinds of varnish and any number of specialties. The result is that he has 784 different items in his paint inventory which increase his investment to the point where he gets barely one turnover a year. Now, there are many hardware dealers with 700 or 800 different items in their paint and varnish inventory doing a volume of business that could be done more profitably with one-fourth the num-

An Extra Discount May Not Mean an Extra Profit

A dealer often buys varnish in large quantities in order to get a discount. The twelve heavy squares below represent twelve cases of varnish that a certain dealer bought in excess of his regular requirements to get a discount. He sells on the average one case a month. The dotted squares then indicate when each case was sold.

By the time he got the varnish in stock and started to sell the first case one month had elapsed. When he started on the second case, two months, the third, three months and so on until a year had gone by before he sold the twelfth case. The heavy lines indicate the length of time he had each case in stock.

During this time he lost interest on the money invested and a certain amount of overhead—care, storage, tax, insurance, etc., generally figured about 10 per cent. This loss then will more than wipe out a small discount, and considerably shrink a large one, as you will see by the table on snother page. An extra discount may not always then result in a profit—it may even mean a loss. The overhead may eat it up. Generally it is better to buy in small quantities.



ber of articles, requiring only one-third the capital invested.

The paint and varnish manufacturers have a committee at work with a view of cutting down the items in manufacturers' lines. Certainly this is a needed step and will do a lot of good, but it will not do dealers one bit of good unless the dealers also clean house. Many dealers carry entirely too many colors, sizes and specialties for the size of their business. Unfortunately there are still some like the dealer referred to above who carry two or three lines of house paint, a half dozen or more brands of varnish, several varnish stains and so on through the line. them simplification will mean nothing and it will not save them one penny. But for the dealer who cuts down the number of articles on his inventory, simplification is going to mean a lot of extra profit, as we shall show later.

Now what are some of the things a dealer can do along the lines of simplification?

What you can do

1. Do not take your paint and inventory until varnish weed out your stock. By the time this article reaches the hardware trade, many dealers will be starting inventory. You have on your shelves can after can of unsalable colors and sizes that have warmed your shelves for years. Get them off the shelves to-day. Clean out all unsalable stock and make a nice neat pile of it in your back room. Invoice it in a lump sum at the price of barn paint. Next, get a good barrel, knock the head out, open the cans of paint regardless of kind, or color, and dump the paint into the barrel. Mix it thoroughly, and you will be surprised to see what an attractive color will result.

Clean out your stock

By the addition of one or two pounds of color, you can bring it to a shade suitable for barns, warehouses or buildings. You can include in this mixture house paint, floor paint, varnish stain, wall paints, enamels, auto enamel, in fact any varnish or linseed oil paint, but do not include paints made of coal tar or creosote oil. Then put it up in 5-gallon cans and sell it as barn pamt and don't forget, you will have one of the best quality barn paints that can be made. Now is the time to clean out your stock and get the paint in shape to sell early in the season.

2. Cut down your lines and The dealer mentioned above did only a small paint business, yet he had 784 different items, sizes and colors in With his paint stock. management the average dealer can do a successful paint business with 1/4 or 1/3 that number of different items. Judging by the letters we receive, many dealers do not realize that most manufacturers have a short line 4 Smaller color card. should, by all means, adopt a short line color card and stop the waste of handling three or four dozen colors of paint,

3

ſ

DEALER A	DEALER B Average Turn over
\$ 2000 - Invested	in paint - \$ 3000
	ark up 1500
3000 - Retail v	alue 4500
	rnover2
	aint business - 9000
	cross profit - 3313%
	3000 - 3000
	doing business (22%) 1980
	profit 1020
120 Disco	
	et profit 1020
	n Investment 34%
===	===
2000 invested turned	\$ 3000 invested, turned
Stimes, netted \$ 1320	twice , netted \$ 1020
profit or 66%	profit or 34%

Whose Business Would You Rather Have?

This blackboard tells the story of two dealers, both doing the same paint business (\$9,000), A with a \$2,000 stock, turning it three times a year, and B, with a \$3,000 stock, turning it twice a year. It costs A only 20 per cent. to do business, but B has interest to pay on an extra thousand dollars, plus the care, storage, insurance, and tax on a larger stock, so his cost of doing business is 22 per cent. B has so much money invested in stock, has such a high expense, and makes so little profit that he is always short of cash and so Loses \$120 a year in discounts that A makes.

Whose paint business would you rather have—A's with \$2,000 invested and a profit of \$1,320. Or B's with \$3,000 invested and a profit of \$1,020? Simplification makes the difference. A has cleaned out his stock of slow-moving colors, sizes and specialties and sticks to one line in each ranjor class.



Read what these dealers have to say

OAKVILLE, IOWA.

I fully agree with you that the paint lines carried too much deadwood.

Years ago, I took a small loose leaf book and made my own selections of colors and put in this book, and when a customer wanted paint, we showed him our own pocket catalogue. Of course, when they asked for a color card to take home we had to give them one of the manufacturer's.

I hope you can do something for the paint retailer.

MARION, IND.

We agree with you in every particular, as regards the large lot of colors and specialties that come in the paint line that makes every dealer in paint carry about twice as much as there is any need of. Mixed paints and outside paste paints we could get along with one-half the colors that are now gotten out. This would enable the dealers to suit the trade just as well and save carrying one-half the stock. The same thing applies to specialties in varnish and enamel and the entire line could be cut down to about one half. In our opinion we would like to see it done.

NEWMARKET, N. H.

I am very glad to see that someone is making this point about paint as I've said it a good many times that there are too many colors and sizes in paint. I wish they would cut off half of them and we would all profit by it.

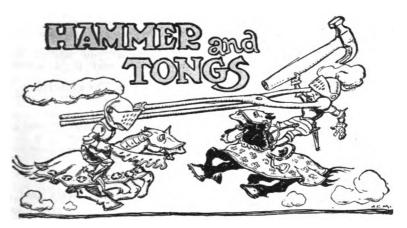
which results in nothing but dissatisfaction to both the dealer and the customer. Do not handle parallel lines—stick to one good line in each class of paints and varnishes.

3. Write your manufacturer that you are in favor of simplification. Urge your manufacturers to simplify the line. Manufacturers will no doubt be glad to fall in with the movement as soon as dealers express a desire for simplification and a willingness to cooperate. You can help the good work along by telling your manufacturers that you are in favor of simplification.

utility paints 4. Sell Instead of handling varnishes. a special product for each particular use, make a list of all the different uses for which you can sell each general paint and A good house paint. varnish. for example, can be used on of surfaces besides dozens A good, durable auto houses. enamel will take the place of five or six specialties, if prop-A product such as erly sold. floor paint can be used in dozens of places for which specialties Talk this matare often sold. ter over with your clerks, and make a list of the special uses for which each general paint and varnish can be used. intelligent selling of general utility paints, you can cut down your number of specialties and your inventory considerably.

5. Buy carefully. That doesn't only mean using discretion in selecting your lines, colors and sizes, but it means being care-

(CONTINUED ON PAGE 46)



MY HARDWARE MAN

My hardware man, he laughs and jokes,

And seems to like old farmer folks:

Says he was brought up on a farm—

Don't think it did him any harm!
Knows just the very style o' hoes
I need, to hoe my old farm rows;
And just the make o' ax to take—
That man's no wooden hardware
fake!

And when he says: "How's wife,

and boys?

Got three at home!" Why, e'en our joys

Dovetail together; and I swear By hardware that he carries there!

SAME OLD THING

"What did you say when Jack asked you for a kiss?"
"Same old thing"

"Same old thing."
"What'd he do?"
"Same old thing."

PICKING UP

When the big circus showed in a Central Ohio county seat town some time ago, one little tot was greatly interested in watching the older boys feeding peanuts to the elephants.

Arriving home in the evening, the little fellow told the following story: "And what do you

think, the boys put peanuts on the ground for the elephants and they picked them up with their vacuum cleaners."

A JUMPER

Gentleman: He's quite a goodlooking horse. Is he a good jumper?

Horse-dealer: He is, sir! Why, if you want to keep him in a field you'll have to put a lid on it!

SIGNS

"Goods at half price," said the hardware sign.

"How much is that teapot?"

asked an old lady.

"Fifty cents, ma'am," was the reply.

"Guess I'll take it," she said, throwing down a quarter. The sign was taken in.

WENT ON HIGH

Flip: Too bad you had to lose a valuable cow. What was the

matter with her?

Flap: Well, you see, she had swallowed several nails, an automobile key, three screws, a long strand of fence wire, and a general line of Ford accessories. Then someone twisted her tail, which made her jump into high, and she ran herself to death.

THE ASSISTANT

Lazy Mike: "I have a new position with the railroad com-

pany."

Weary Rhodes: "What is it?"
Lazy Mike: "You know the fellow that goes alongside the train and taps the axles to see if everything's all right? Well, I help him listen."

SO DID SHE

A very fashionably dressed man got into a street car one afternoon, and was forced to take the only remaining seat next to a big wash woman. He made no attempt to hide his displeasure, and the woman saw how the land lay. She looked at him with a disdain as great as his own, and observed, tartly:

"I suppose you wishes you was sittin' next to a gentle-

man?"

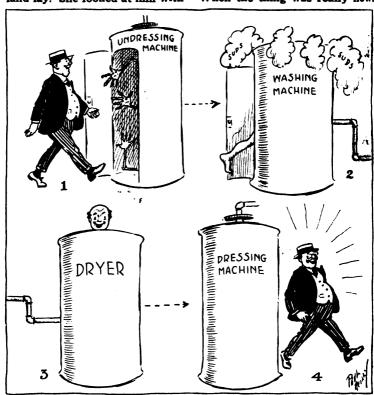
"Aw—I do," he admitted.
"Yes," retorted the woman,
"and so do I?"

A smile, a kindly "I will be with you in a moment"; is a time shortener for a waiting customer in a busy store.

EXPLANATION

That Washington never told a lie,

Of course, is very true. But he went into politics When the thing was really new.



Drawn for Good HARDWARE by Paul Reilly

THE HUMAN WASHING MACHINE
Order now and grab the Saturday night trade

DOUBLE-HEADERS

A traveling salesman in the employ of a large bicycle firm was obliged to go on a business trip at a time when an interesting event was expected. wanted his sister to wire him results according to a formula,

something like this:

If a boy: "Man safely arrived"; if a girl: "Lady safely

arrived."

To the astonishment and chagrin of the father-elect he had been gone but a few days, when he received the following one word telegram: "Tandem."

A FULL LINE

A Kentucky hardware store advertises "tucking combs and side saddles, hairpins and trace chains, watch charms and sledge hammers, hair oil and blasting powder, cinnamon drops and army revolvers."

TWO OF 'EM

"John, if you would just try to keep your mouth shut, you would make less noise," complained the wife to her husband who snored.

"So would you!" growled the husband, as he rolled over and

went to sleep again.

Worry is cancer of the mind cut it out!

ACTIVE GERMS

She was an extremely careful mother, and had repeatedly cautioned her seven-year-old daughter against handling any object that might contain germs. One day the little girl came to her, saying:

Mother, I shall never play with my puppy again, because he has germs on him."

"Oh, no," replied the mother. "There are no germs on your

"Yes, there are," insisted the child. "I saw one hop."



Hardware Dealer: Um-that reminds me-I must look into my turnover.

A BLAME MISPLACER

"Say, Beechley," called the chronic kicker, Sam Hazlett, over the telephone, "them thirty penny nails you sent me is too Ain't you got anything hard. softer?"

"Softer? Why, no, Mr. Hazlett," answered the gentle voice of the inwardly boiling hardware dealer, "they're the same kind Why do you we always carry.

think they're too hard?"
"Why?" yelled bac yelled back "Because they busted the two guaranteed hammers I got from

the mail-order house."

CONSCIENCE

Employer (to his cashier): I don't know what to think of you; every time I see you I find you asleep.

Cashier: Well, sir, surely it's a good sign that I have a clear

conscience.

SONNEBORN PRODUCTS)

Stormtight The Only Roof Protector

Backed By National Advertising

Stormtight sells quickly and rolls up good profits because of the advertising behind it as well as its superior quality.

Stormtight is the only product of its kind where the market is made for you by advertising.

Nearly every line you sell, competitive advertising splits up the business among several brands, so that you must carry all or lose some trade.



Advertising Campaign for 1923

is bigger and stronger than last year's campaign.

Last year we had faith in Stormtight and so did a great many dealers.

This year we have the successes of last year to build on and the good will of thousands of roof owners who have used Stormtight.

If you made the mistake of not stocking Stormtight last year, do not make the same mistake twice. Sell Stormtight in 1923 and get your share of the sure profits.

Use the coupon below and get the dealer book which tells the story.

L.	SON	NEBO	DRN	SONS	. INC
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		711112		1 50	٠٠٠,	•	v.	
Dept. 40		116 Fifth Avenue					New Yor	
1	Please	send u	ıs your	Deal	er's	Boo	klet	
Signed		· · · · · ·						• • • • •

Advance prices with the market; then come down

(CONTINUED FROM PAGE 12) during a period of price fluctuation.

Prices are now going up and unless you take some action at once, there will be no hope when they come down. Right now the dealer should keep in close touch with his jobber. should say, "Mr. Jobber, I want you to take good care of me during this period of rising Every time your salesman calls, have him give me the latest prices so I can adjust my prices. I am going to look to you for advice." If you buy goods direct from the manufacturer, work equally close with him, and keep your price adjusted with the market on all your lines.

Unless you are a "prophet or the son of a prophet," don't try to speculate on the rising market. Most authorities agree that there is enough uncertainty in the country's present political and economic situation, so that overbuying, even on the present rising market, is extremely dangerous.

Speculation is risky

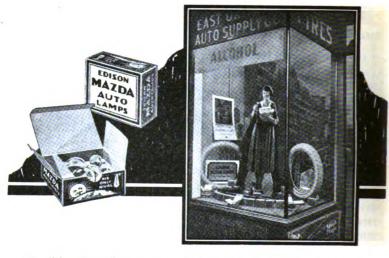
The chances are that you will make more money by running a conservative hardware business than if you become a speculator. It is best to buy only the goods you need as you go along. Remember, even if you go up with the market and you have more goods on hand when it breaks than you had when it started to go up, you will come out the loser. Be sure to watch your operating expense and keep that

very carefully in check, too. There is also a human element When the to be considered. general price level is upward, as it is now, it is easy for a dealer to get good prices, for people rather expect advances. when the break once comes and the front pages of the newspapers are full of "buyers' strike" news, and the public indignant against high prices, woe be unto the dealer who tries to unload his high-priced goods onto an enraged public. much easier to get your profit when prices are going up than when they are coming down.

When prices advance

Accompanying this article you will find charts illustrating this Figure 1 traces the principle. three price curves over a period of fifteen months during which a price inflation and deflation took place. Curve A represents the average wholesale price; D. the retail price of the dealer who went up and came down with the market. Assuming that this product was in stock on an average of 3 months before sold. then C represents the original cost of the goods at time of sale. During the first three months the price remained at 40c, wholesale, 60c. retail. The fourth month the wholesale price advanced to 44c., the fifth to 50c., the sixth to 56c., and so on until the ninth it reached the peak of 80c. Then started the decline, and as in most declines the price completely collapsed in two months. reaching 40c. t h e 11th month, where it stayed,

The line D represents the re-



Sell six lamps instead of one like Leo Shaffer does

LEO SHAFFER is manager of the East Orange (N. J.) Auto Supply Company, whose window is shown above. He said last month:



This page, in two colors, appears in The Saturday Evening Post for January 27.

"Recently I have been keeping a record of the number of customers asking for auto lamps. Out of 52 customers, I sold the Edison MAZDA Lamp Kit (containing six lamps) to 24, or a total of 144 lamps. Thus I sold 92 additional lamps by the use of the kit. All I had to do in most cases was to show the kit and explain what it was for. I also find Edison MAZDA Lamps the easiest selling article on the shelf."

Mr. Shaffer's story is typical. Carry dependable Edison MAZDA Lamps and the handy kit, "ask 'em to buy," and you will sell six lamps instead of one. For particulars, write your jobber today.

"Carry a kit of spare lamps as you carry a spare tire"

This message will be carried to the car drivers of the country every week of 1923 through Edison MAZDA Auto Lamp advertisements in six national magazines, reaching 5,000,000 homes.



PRODU

tail price of the dealer who went up and came down with the market. Inasmuch as he had the goods in stock an average of three months before sale, the curve C represents the actual cost of goods at time of sale.

Now, this is what happened to the dealer who stayed with the market:

In the fifth month the whole-sale price had advanced to 50c., so he raised his retail price to 75c. even though he paid only 40c. for the goods three months before. He followed the market up month by month, until the ninth, when he was selling the product at \$1.20, yet he had paid only 56c. for it two months previous.

During these months he made a big profit, as indicated by the shaded section. The portion above the wholesale line represents his legitimate profit and the portion below the wholesale line his excess profit which he invested in Liberty Bonds and considered as reserve to be applied against the shrinkage when the price collapsed.

When prices drop

At the end of the ninth month the wholesale price collapsed, and he brought his retail price down with it. At the end of the tenth month he was selling goods at 90c. that cost him 60c. three months before, and during the twelfth month he sold goods at 60c. that cost him 80c. three months before. His shrinkage loss is represented by the dotted section. But he didn't actually lose any money in the long run, for he now deposited his Liberty

Bonds to his commercial account, which he figured as profit for the eleventh, twelfth and thirteenth months. He simply took the excess profit he had made when prices were going up and spread it out over the period when prices were coming down, with a result that his books showed a legitimate profit through both the periods of rising and falling prices. It is the only sure way to come out ahead.

Actual cost a poor guide

Now what happened to the dealer who failed to go up with the market but sold his goods on a basis of actual cost? Figure 2 tells the story. First of all, he was selling goods at low prices, sometimes almost as low as current wholesale prices while they were going up, as you will see by comparing curve D with A. But he made the usual profit until the price decline—and then people would not pay the high prices even though he had a three months' supply on hand bought at the peak. Had he been able to advance his price steadily during the eleventh and twelfth months he would have come out nicely. as indicated by the broken line B, but he couldn't. An enraged public and his competition forced his prices down. The curve B represents a profit he expected to make but couldn't. In fact he was forced to charge off a loss as represented by the dotted portion. But he had nothing to charge it off against, for he never made any excess profits or established a sinking fund or

surplus. If he had money enough to stand this actual loss plus the expense of doing business for three months, or if he was able to borrow an equal amount, he avoided bankruptcy. If not, the sheriff closed his store, just as happened to thousands of dealers in 1920 and 1921.

In conclusion let us summarize:

There is only one way to come out ahead during a period of rising and falling prices. Buy conservatively; raise retail prices in accordance with current wholesale prices regardless of what you paid for the goods; keep your selling expenses down to a minimum; invest the excess profit in a safe security, and hold it as a reserve to carry you over the period of decline when the crash arrives. Then come down with retail prices along with the market, regardless of what you paid for your goods.

If you did not increase your stock and if you managed properly, the excess profit laid away in the form of a reserve will be ample to wipe out your shrinkage and pay you the usual profit. You will have satisfied your customers and safeguarded your credit.

We are now entering a period of rising prices. Keep in close touch with your jobber and the concerns from which you buy. Raise your prices daily if necessary. What you do now determines how well you will be able to meet the final day of reckoning, when the price decline sets in. And don't forget there will be a day of reckoning. It will be too late to recover when prices start to decline, unless you act carefully now.

Simplification the need of the hour

(CONTINUED FROM PAGE 38)

ful not to buy in too large quantities. Very often large quantities are bought for the sake of a discount. This is especially true when it comes to varnishes. For some reason or other, varnishes are often sold with a long string of discounts. It does not follow that the dealer makes more profit because of an extra 5% or 10% on a quantity buy. For example, if a dealer buys more than his normal requirements. he is filling up his shelves and storage space with slow-moving goods. He has money invested in the goods on which he loses interest, and besides, it costs him money for storage, insurance, labor and overhead. First of all. he loses the use of his money which is worth at least 6%, and in the second place. the extra overhead on surplus goods carried in stock is about 4%, making a total of 10% that a dealer loses, on all goods carried in stock above his normal requirements. He loses this 10% for the length of time it takes to sell the goods. In time it completely eats up the dis-On another page you will find a diagram illustrating this principle.

Suppose a dealer, in order to get a certain discount, buys a quantity of varnish, more than his normal requirements, that will take him one year to sell. He starts to sell his surplus stock, stored in his cellar or

Frost -Superior



REG. IN

Will sell over every dealer's counter this spring, for the simple reason that they're necessary and there's nothing else like them.

Strong metal stakes for garden plants and flowers. 55c to 95c a dozen. Last a lifetime. No home gardener will pass them up.

Cash in on this certain demand. Order from your jobber now-he has them or will get them.

We'll send you a free sample-write for it.



The Frost-Superior Fence Co. Warren, Ohio

They are all in favor of simplifying

NEW ALBANY, IND.

Read your article and thought it fine. There are too many colors. There should be a standardization of these. Believe Mr. Herbert Hoover, who has this kind of matter in hand now, would favor the elimination of many unnecessary colors now being manufactured.

I think your point that there are too many specialties, sizes, and colors is mighty well taken, and should be followed up until some concerted action is taken that will afford relief to the small hardware dealer.

GOSHEN, IND.

We handle—paint and have told their representative that they have too many shades. We most heartily endorse what you say.

Newcastle, Wyo.

It is the truth there are too many COLORS.

SLOAN, IOWA.

In regard to article referring to paint and varnish, I am pleased to say I fully agree with you and enjoyed with profit the suggestions made.

LEWISVILLE, IND.

Certainly agree with the stand you take. There are entirely too many kinds of paint, etc. It requires the dealer to carry a larger stock than he should. I have thought that perhaps there were a great many finishes put up out of the same vats but labeled differently and a number of times I have sold paints and enamels for different purposes than what they were intended for and have never fallen down yet.

warehouse and the varnish he sells the first month he has probably had in stock at least one month. That which he sells the second month — two months: that which he sells the third month-three months; and so on until the goods that he sells the twelfth month he has had in stock a year. Now when you total up the length of time each month's sale was in stock, as represented by the heavy lines in the illustration, and figure it at 10%, a heavy cut is made into the discount he received. It means that if it took a year to sell the goods the cost of carrying has wiped out more than the 5% discount. As a result the dealer who bought this quantity in order to get 5% is actually losing money on the deal.

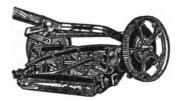
By the same method of reasoning, a quantity discount of 10% actually becomes 5.12% if it takes one year to sell the goods, and the discount completely disappears if it takes 17 months. 10-10% shrinks to 14.62% in one year and completely disappears in 25 months.

Accompanying this article is a table which we have prepared. Keep this table before you and the next time you make a quantity buy of paints or varnishes for the sake of a discount study the table to see whether you lost or made money.

The dealer who puts into effect all of these simplification remedies will cut down his stock and increase his turnover, consequently he will make more money.

Now let us say a word about

PINNSYLVANIA Quality LAWN MOWERS



Our trade friends will find the new sales helps strong tie-ups to the national advertising of Pennsylvania Quality Lawn Mowers.

Window Trim Set
Metal-Art Signs
Newspaper Electros
Display Poster
Counter Folders (Imprinted with your name and address)



Send for these now, before it slips your mind



Say you saw it in GOOD HARDWARD

"turnover," that mysterious term about which we all talk so glibly, which we all refer to so freely, and which so few of us really understand. There are many ways of interpreting the principles of turnover, and the benefits derived from it. page 37 you will find an example in arithmetic illustrating one phase of the turnover problem as it relates to paint and varnish.

Which dealer wins?

Let us analyze this simple problem in turnover: Two dealers, A and B each do a paint business of \$9,000 а Dealer A simplified his stock and had only \$2,000 invested. Dealer B worked along the old fashioned lines and had \$3,000 invested. Dealer A turned his stock three times a year; B twice a year, both doing \$9,000 at retail prices. Who made the more money?

Dealer A's average investment at wholesale prices was \$2,000, at retail prices \$3,000. His annual business was \$9,000; his gross profit \$3,000. His cost of doing business was 20% or \$1,800, leaving a net profit of \$1,200. Discounting his bills increased his profit to \$1,320 or 66 2/3% on an investment of \$2,000.

An interesting comparison

But B, with a bigger investment, namely \$3,000 wholesale, \$4,500 retail price, turned his stock twice and also did a \$9,000 business. Inasmuch as he had a larger stock than A, more slowmoving and unsalable goods,

more taxes, interest, insurance and help in taking care of the extra stock, his cost of doing business was 22% against A's 20%.Therefore, it cost him \$1,980 to do the same volume of business, leaving a net profit \$1,020. Because money invested in a heavy stock, and his high cost of doing business, he was usually short of cash and therefore unable to discount his bills. result was that on an investment of \$3,000, he made only \$1,020 net profit or 34%, while A, with an investment of \$2,000 made \$1,320 profit or 66% on the investment. This difference was the result of simplification and rapid turnover.

The need of the hour

The chances are that if B's attention were called to his loss of profits, he would not believe Don't forget the laws of economics are operating surely and sometimes with deadly effect whether a dealer knows it or not. The retailer who says that turnover amounts to nothing does not change the situation one bit but only fools him-He may make money with slow turnover, but he would make more with rapid turnover. Just so, the dealer who keeps his investment down and his turnover up, will make more money whether he sees the law operate or not. Simplify your paint and varnish line, then your turnover will speed up and you will make more money in the paint and varnish department. Simplification is the need of the hour in paint and varnish.

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Your Jobber Offers You More Profit With

WHITLOCK CLOTHES LINES

The turn-over of Whitlock Lines is rapid. They will bring new customers to your store. The colorful counter display box in which these lines are packed is an effective, silent salesman, working for you every hour of the day.

You want more sales, more customers, more profit. Whitlock Clothes Lines can aid you. Thousands of dealers are building business with Whitlock—the nationally advertised clothes line that lasts for years, is stainless, washable and easy to handle. You should be one of these dealers.

Write us today and say you are interested. Our Jobber's representative will offer you a moneyma k i n g proposition without delay.

WHITLOCK (ORDAGE (OMPANY 46 South Street, New York

Say you saw it in GOOD HARDWARE

Has the time come for the decimal system?

(CONTINUED FROM PAGE 16)

outgrown their usefulness, and become a burden.

Q.-Where else is the decimal system used?

A.-We use it in our system of money. In the colonial days we used the English money system which is just as clumsy as the English dozen-gross system. Through Thomas the insistance of Jefferson, our Revolutionary fathers adopted the decimal system of counting money.

O.-What was gained?

A.—We gained time and eliminated confusion and errors in business dealings and in counting money.

The English system is as fol-

lows:

12 pence make one shilling 20 shillings make one pound. Our system is as follows: 10 cents make one dime 10 dimes make one dollar. There is no question as to which is more simple.

O.-Was there confusion when the decimal money system was started?

There is always A.—Yes. some confusion accompanying every worth while reform. The confusion lasted for a year or two until people got used to cents, dimes and dollars, and quit selling and buying in terms of pence, shillings and pounds.

Q.—Will there be confusion in adopting the decimal system in hardware?

A.—Yes, for a short time.

Q.—Then why adopt it?

A.—Because the benefits derived will be many times greater than the confusion. The confusion will be for a short time only, but the benefits will last for all time.

O.-How long will the confusion last?

A.—That depends entirely on the hardware trade. If manufacturers, jobbers and dealers make the shift at once, it will last only a short time. If only some change now, and others hold out for two or three years the confusion will last until all have made the The last ones to make the change will prolong the confusion.

Use the enclosed postal

O.—Is the decimal system sure to come?

A.—The best authorities sav that the decimal system is sure to come. There is no longer any question about it. Many influential manufacturers and jobbers have expressed themselves in favor of it, and are working for it. Q.—What can you do to help it

A.—You can use your influence in getting your association to take action in its You can personally express your favor for it to the people from whom you buy. If you will fill in and mail the post card pasted into this magazine, the editors will pass on your preference, however expressed, to to the leading manufacturers and jobbers of the country.

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order ANOTHER SOON

"I like my outfit so well I am going to order another one as soon as I get my building extended." Joe Castellano, Tampa, Fla.

ARDWARE dealers and general stores are now installing the American Visible Pump, first-because it brings them MORE BUSINESS, and second—because motorists PREFER TO BUY gasoline from the Visible as it shows them both QUANTITY and QUALITY of their purchase.

A salesman on duty all the time, that stops at your door, a most profitable class of trade that otherwise passes you by, that is always welcomed by motorists, that shows a steady and increasingly profitable trade—such a salesman is the American Visible Pump.

We have letters from HUNDREDS of stores telling of the INCREASED BUSINESS the American Visible has brought them with almost no effort on their part. They tell of the THOUSANDS OF GALLONS of gaseline the American Visible has sold and the INCREASED SALES of their OTHER GOODS made to gasoline buyers.

The American Visible will INCREASE YOUR TRADE. It will give the BEST SERVICE obtainable with the LEAST ATTENTION and at the LOWEST COST for service rendered.

Write us for full information and ask for PROOFS of our statements.

The American Oil Pump & Tank Co. 1151 Findlay St., Cincinnati, O.

The "American" line includes a wide variety of gasoline outfits-both visible and non-visible, also lubricating oil kerosene and paint oil equipment.



PUMP 204-V

Inspected and

passed by

Underwriter's

Laboratories

and bears the

Underwriter's Label

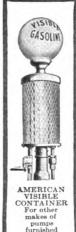












furnished complete.

What does 1923 offer in radio sales?

(CONTINUED FROM PAGE 19)

nights from Coast to Coast; while the City Symphony concerts, being produced in the daytime, have a shorter range (southern New York State and northern New Jersey, but at the same time reach over 10,000,000 people at a time when, above all, they want high grade entertainment.

Use this window sign

Good Hardware suggests that, immediately on finishing this article, dealers who handle radio apparatus within the areas designated, put showcards in their windows advertising the particular feature that reaches their district and watch the results. Something like the following will be sufficient:

You Can Hear
THE CHICAGO OPERA
Twice a Week
with one of our
radio receivers.
An XYZ Receiver
Will bring you a
Magnificent Concert by the
CITY SYMPHONY ORCHESTRA
OF NEW YORK
Every Sunday Afternoon.

Other features of equal importance are being sent out from Springfield, Mass., Schenectady, N. Y., Pittsburgh, Pa., Detroit, Mich., Davenport, Ia., St. Louis, Mo., Louisville, Ky., and many other cities. Familiarize yourself with the details as far as they concern your lo-

cality and build your radio apparatus sales on this basis, rather than by cutting prices of your stock in trade.

Of course, people want good seats when they attend the theatre and also want to hear clearly when they listen to radio entertainments. Hence the radio dealer who wants to make a success of his business must handle good apparatus. Junk will not pay.

Key-fitting makes novel contest

The key to the mystery!
Not exactly that, however—
but the key that opens a chest
of 61 pieces of plated silverware, warranted for 50 years,
and regularly sold at \$125.

The Averbeck Co., of Youngstown, Ohio, gave away one key with every 50c purchase. Only one of the keys would open the lock, and the person getting the right one at the store, would become the proud owner of the mahogany chest. It was pointed out that the more keys collected, the better the chance there was to win. When all of the kevs were given out, every person who held one or more would be allowed to try them in the lock of the silver chest which was kept on exhibition.

This novel stunt attracted much attention and brought much extra business to the Averbeck store. The same idea, of course, can be used by a hardware store and the cost of this advertising is quite small.



On the counter as a quick reference in serving customers, it means fewer lost sales. In ordering from it, a more careful selection is assured.

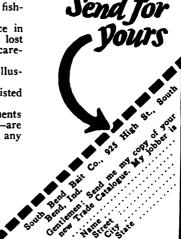
Over 300 fishing tackle items are illus-

Over 850 fishing tackle items are listed and described-

26 counter or window display assortments -the kind that sell themselves-are shown. There's an assortment at any price you want to invest.

Mail the coupon for your copy.

South Bend Quality Tackle is the nationally known, nationadvertised Fishing Tackle. Buy it through your jobber.



SOUTH B

Why must the merchant keep a good set of books?

(CONTINUED FROM PAGE 32) cial statement that would give tangible support to your claims for adequate compensation?

Or suppose you need some ready cash or credit and want to get it from your banker. He will want you to show him some sort of accurate profit-and-loss statement of your business. Can you give it to him?

Whatever your bookkeeping system, it should give you or your banker enough figure information so that you or he can get an accurate picture of your business any and every day.

One word about physical inventory:

Uncle Sam was not wilfully tormenting you when he wrote into the income tax law the provision that you must take a physical inventory of your business at least once during every year.

The value of inventory

He was simply asking you to adopt a thoroughly tested short-cut to arrive at the figure that represents your annual net income—the same short-cut that you yourself should use not once, but several times a year. Many chain stores do it weekly.

Have you voted on the decimal s y s t e m?

Vote to-day. Use the postal enclosed.

With the help of a physical inventory you should get some interesting facts about your business—gross profits on sales, stock turnover for the year, location of slow-moving lines and lines on which you are losing money, and the ratio of the capital invested in stock to actual sales volume.

In taking your physical inventory for income tax purposes don't neglect to list furniture, fixtures and delivery equipment.

Fixture depreciation

Good business sense suggests that you depreciate furniture and fixtures periodically. This depreciation, in the last analysis, is nothing more than a rental which should be credited to those commodities and charged to expense. This rental is just as truly an item of expense as the rental on real estate. So true is this that the Internal Revenue Department allows it as a deduction from gross income.

How it works out

The illustration accompanying this article shows an income tax return filled out by a small merchant in Illinois and the profit-and-loss statement from which he copied the figures.

This is the sort of profit-andloss statement which your bookkeeping system should furnish you at any time during the year, as well as at the end of the year. It contains the exact information which your banker, as well as the Government, demands of every business man.

MYERS SPRAY PUMPS

Thousands of dollars are being lost every year in your own community from neg-ligence and insufficient knowledge of spraying.



Myers Pneumatic Compressed Air Sprayer fitted with Myers Adjus-able Long Distance Spray Nozale, For convenience this pump is un-ercelled.

CATALOG—Myers Spray Pumps for Spraying, Cold Water Painting and Disinfecting, with reliable "How and When to Spray" information, on request.

Make Your Store a Service Bureau

and the dealer's opportunity

for farmers, orchardists and home owners in your community by having expert knowledge on the importance of spraying—how, when and where. We will gladly send this information on request.

One evening's reading will enable you to talk understandingly and constructively to men already familiar with the value of spraying and give you the opportunity to be of immense help to beginners.

Such service will create confidence—make your store a gathering point—increase the num-ber of your customers and make your community a richer one.

It cannot help but result in a bigger, better, more profitable business for you. Write—whether you handle spray pumps now or not.

MYERS SPRAY PUMPS

Nozzles and Accessories

Are the result of years of experience and experiment. They have been developed with spraying itself and have withstood the test made of them for service and reliability. Moreover, the line is complete, consisting of knapsack, bucket, barrel or power outfits that will meet every requirement; also having many patented and advantageous features.

THE F. E. MYERS & BRO. CO. No. 311 Orange Street ASHLAND, OHIO





Say you saw it in GOOD HARDWARE



HIS cordial acknowledgment, but one of the many we have received from our customers in widely separated sections of the country, gives evidence of our ability to serve you.

B-A or Equal

BAEDER ADAMSON COMPANY



Fill Your Shelves with

LIVE ONES

like

L. C. U. Metal Polish

Inventory is a good time to clean out any slow-moving items and fill up with real live sellers that keep your money turning.

I. C. U. Metal Polish moves so fast you'll have to hustle to keep stocked up. Sells wherever there's metal to be polished.

Send for Sample Can

and the I. C. U. "family album" showing all our quick turn-over members.

THE LIVINGSTON CO.

Div. G New Haven, Conn.



How Robinson sells toy wagons to boys

(CONTINUED FROM PAGE 22) sire that make sales easier when Christmas arrives.

How a smaller store can make use of this plan of letting boys try out vehicles is seen in the experience of the Samuel Hill Hardware Co. of Prescott, Ariz. This firm keeps a set of its models parked in the room next door to the main salesroom automobile accessories where are shown. The small automobiles face a wide aisle and the boys are welcome to roll the machines about to their hearts content. As most of the older folks are in the next room, there is little danger of collisions or of interference with regular sales activities. This second firm had found that this plan leads to added sales.

Hardware prices change

Increases in hardware and house furnishing goods prices since 1913 are indicated by the following items selected by the Bureau of Labor Statistics of the Department of Labor: common half-gallon pitchers, which wholesaled at 80c a dozen in that year had increased to \$2.30 by the end of 1920; common onethird pint tumblers increased from 12c a dozen to 32c; stag handled carvers increased from 75c to \$1.60 a pair, and cocobolo handled knives and forks increased from \$5.75 to \$15.33 a The greatest increase gross. listed was in hardwood base kitchen tables, the price of which went up 289.7 per cent.

reaches all the y hardware stores ll the small tou

how important
the small town
market is to you
is shown on the
NEXT PAGES

I she people in the live in small to be

and BUY at their local hardware stores

More than 50% of the people in the United States buy in towns of 2,500 or less.

This means, that for most manufacturers of hardware, considerably more than half of their possible market lies in small communities.

Because the man who lives in a small town buys more hardware than the city dweller.

The amount of hardware a man needs seems to be governed by

the amount of land he owns. The man who lives in a hotel or apart ment house buys practically nothing in the hardware store. But on the other hand, the suburbanite or owner of a detached house is a very good customer—while the farmer with 50 to 100 acres is: still larger buyer.

For the farmer has to be his own janitor, carpenter and plumber and is almost continually making repairs about his extensive property.

\$1,250,000,000 more to spend

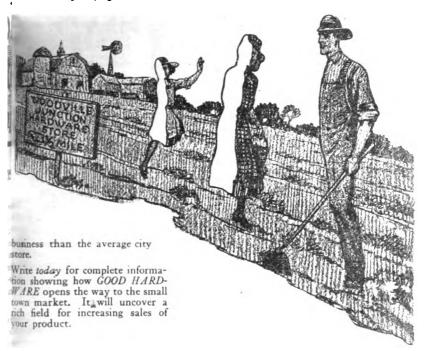
According to conservative estimates, the farmers of the United States will have one and a quarter billion dollars more to spend this year than last year. They are sure to spend a good portion of this sum in their local hardware stores.

The surest and most economical way of reaching these? small town

hardware stores—where the farm ers buy—is through GOOD HARL WARE.

GOOD HARDWARE covers not hardware dealer in the Unite States—not only all the city store but all those in the small communities as well, many of which store do a much greater volume o





Take Nebraska, for instance-

In Nebraska most of the people live in small towns, yet Nebraska supports more hardware stores than the state of Connecticut.

Compare the figures below-

Total population City population Rural population	Conn. 1,380,631 936,631 444,000	Nebr. 1,296,373 405,000 891,373
Number of hardware stores rated \$5,000		
and over	111	679
Total number of hardware stores	329	1,714
Number of hardware stores reached by GOOD HARDWARE	*329	+1,714
next largest hardware publication	293	743
*Note that GOOD HARDWARE constates.	vers all stor	es in both

TRADE DIVISION THE BUTTERICK PUBLISHING COMPANY Butter'ck Building, New York

Hardware_

OF THE HARDWARE TRADE



		Wante
		Works 118 Philadelphia Pin Key Machine
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A	F	Co
Abbey & Imbrie	Faultless Caster Company. 140	R
Ajax Rope Company, Inc 74	Fernald Mfg. Co	
	The Fox Furnace Company. 101	The F. H. Reichard Mfg. Co. 136
	M. Ewing Fox Company 84	Reliable Mirror Plateaux Man-
Aluminum Goods Manufac-		ufacturing Co 128
turing Company 149	C. L. Frost & Son 136	Rhodes Manufacturing Co IAS
Aluminum Products Co 108	The Frost Superior Fence	George Richards & Co 102
American Chain Company,	Company	Ritter Can & Specialty Co. 139
Inc	G	Arthur R. Robertson
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DADY	A, H, Green Co	S C J . W . J
pany	The Fred Gretch Mrg. Co 128	Samson Cordage Works 132
Co 60	**	Sargent & Company 63
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The Autoyre Co 90	Hess Warming & Ventilating	Co 114
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The Bassick Company 103	Hoeft & Company	Silver Lake Co
M. Bayerdorffer 148	Frank A. Hoppe, Inc 126	Smith & Hemenway Co., Inc. 147
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It fits



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Exclusive distributors for other lines handle this paint—why?

A standard paint that has become a specialty with a rapid turnover

7HY is it that many dealers who are exclusive agents for other manufacturers' lines handle Barreled Sunlight also?

It is because this paint fills a unique place in the dealer's stock today. Due to its unusual properties it has become a specialty with a high rate of turnover and a rapidly

expanding market.

Barreled Sunlight is a white paint with a smooth, lustrous surface that will not collect dirt. It can be washed like tile. It contains no varnish and can be applied with ease by anyone. It covers better than enamel and costs less. Flows freely, leaves no brush marks and will not sag or lap.

Barreled Sunlight is being used today in buildings of every kindhomes, apartment houses, stores, shops, office buildings, hotels, industrial plants, etc. Its washable,. dirt-resisting qualities—its case of application are building everywhere.

A nation-wide advertising campaign is helping to push these sales and produce quicker turnover for

every dealer.

Sold in cans from half-pint to fivegallon size—also in barrels and half-Sample can sent to all dealers on request.

Communicate with us or our nearest distributor.

U. S. GUTTA PERCHA PAINT CO.

45 Dudley Street Providence, R. L.

Barreled



Sunlight

The Rice Process White

Vol. IV

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FEBRUARY, 1923

No. 5

Hardware dealers cast strong vote for the decimal system

NATION-WIDE POLL NOW BEING TAKEN BY GOOD HARDWARE INDICATES STRONG SENTIMENT IN FAVOR OF THE MORE MODERN METHOD

Up to the moment of going to press, returns in the GOOD HARDWARE poll showed the vote of the trade to be in the proportion of 50 to 1 in favor of the decimal system. The final count has not yet been made. Every mail brings more ballots. Have you sent yours yet?

HE preliminary returns on the poll now being taken by GOOD HARDWARE seem to indicate a strong sentiment among hardware merchants in favor of the adoption of the decimal system to take the place of the present system of computing by dozen and gross.

Ballots have been coming in from hardware dealers in all parts of the country, endorsing the decimal system vigorously and quite without qualification

Of the hundreds of votes from retailers already received-and they are still coming in-there has been only a scattering of "no" votes; and not one of these gives any positive argument in favor of the dozen-gross system. The few objections run something like this: "The old system is good enough." "Had the other so long, many would never catch on to the new system." "Too complicated." "The hardware man has trouble enough." "Think it is confusing." "Trade is used to dozen quantities." "We have a system-why fool with it?"

In sharp contrast to these few protests comes the thundering voice of hundreds of progressive merchants who want the decimal system adopted right away. Dealers who have been struggling for years with the complicated dozen-gross system feel that the decimal system



A better coat for the hardware dealer

 $\mathsf{Digitized}\,\mathsf{by}\,Google$

brings with it increased efficiency, the reduction of clerical work, speed in figuring both the price of each article and the profit they make, simplicity in figuring bills and invoices.

the job of taking inventory a lot easier, and that eventually, on account of the saving of time and money in overhead on the part of manufacturers and jobbers as well as retailers, the

Why hardware dealers say they want the decimal system

- 1. It simplifies the job of figuring invoices and pricing goods.
- 2. It cuts down the chances of making mistakes.
- 3. It saves time—and time is money to the busy merchant.
- 4. It makes uniform our merchandise and the money we use in buying and selling it.
- It enables a dealer to carry a bigger variety of goods with the same investment or the same variety with a smaller investment.
- 6. It makes the job of taking inventory much easier.
- 7. It cuts down overhead expense because of its increased efficiency.

There are, of course, some good arguments which have been advanced against the decimal system, particularly from the standpoint of manufacturers. These will be discussed in a later article.

Dealers know that the decimal system will save time and that time is money. Not only will the new method be more convenient, but it will help to eliminate error, and this, too, will mean more money in the pockets of dealers at the end of the year.

Dozens of merchants have written us saying that since we have the decimal system in our money which is the medium we use in paying, it is only common sense to have the same system in our commodities. They point out, too, that it will make

prices of merchandise will be lower.

When GOOD HARDWARE, in its January issue put the questions. Has the dozen-gross system outlived its usefulness? Shall the more convenient decimal system take its place? Is the time at hand for changing from the oldfashioned, clumsy dozen-gross system to the modern system? it did not realize how overwhelming was the sentiment on the part of dealers in favor of this change. Not only have retailers from almost every state written, enthusiastically endorsing Good HARDWARE'S campaign, but in some instances, jobbers and manufacturers have sent in their approval.

The adoption of the decimal system will prove one of the most beneficial reforms in the

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What dealers think of the decimal system

hardware business. It is so important that surely every man who owns a hardware store, big or small, ought to have an opinion and to express it.

There would not be space in ten issues of this magazine to quote all the votes that have been sent to us in answer to the question, Are you in favor of the decimal system? Here are some of them, however, which give the chief reasons why the retail hardware merchants of this country want the decimal system adopted:

I am very much in favor of doing away with the old system, and trust that the decimal system will be put in force by all. It sure would save many headaches, mistakes, time and money.

takes, time and money.

Furthermore, for example, under the old system I want to buy 12 articles (standard packages consisting of 12 pieces), each dozen costing \$1.20. I will now have spent \$14.40 for 12 varieties; where under the new system, I can buy 14 varieties for \$14.00 and have 40c left and a broader field of investment; or in other words, it will take less money to stock up a store or the same amount of money but more varieties to sell from.

K. F. Abele, Brooklyn, N.Y.

Much simpler. Easier to figure. Saves time and therefore expense. BABCOCK, HINDS & UNDERWOOD, INC.,

Binghamton, N.Y.

It saves a lot of time in pricing your goods.

Evens Hardware Co., Princeton, Minn.

Absolutely co-related to our money system. I am also anxious to see the decimal system adopted for our weights and measure system; absolutely essential for all purposes.

Boise Payette Ler. Co., American Falls, Idaho. Ideas sell goods, make money and save labor. On page 35 are some ideas sent in by hardware men.

It is simpler after once used. Chas. F. Ladner Howe Co., Saint Cloud, Minn.

It eliminates the chances for mistakes in pricing.

HALL HARDWARE Co., Minneapolis, Minn.

Because it is different, logical and practical.

THE LEE HARDWARE Co., Salina, Kansas.

Cuts costs and saves time.

Montana Lumber and Hardward Co.,

Lewistown, Mont.

Convenience in dividing by 10. 100 or 1,000 in place of 12 and 144 J. J. Snyder & Sons, Inc. Bedford & Snyder Aves., Brooklyn, N.Y.

It will greatly facilitate figuring of costs and is more logical all round.

P. Bondurant, Great Bend, Kansas.

To simplify cost finding and verifying invoices.

FORD HARDWARE Co., Washington C. H., Ohio.

It is common sense!
F. F. HITCHCOCK,
Woodbury, Conn.

For a thousand reasons—to save time and errors in figuring. NORTHERN HARDWARE & SUPPLY Co., Menominee, Mich.

Every reason in favor—none against.

Bunting Hardware Co., Kansas City, Mo. (CONTINUED ON PAGE 59)

How a town made \$1,000,000 worth of business stay home

EAST ST. LOUIS MERCHANTS PUT ON A TRADE-AT-HOME CAMPAIGN THAT KEPT LOCAL BUSINESS IN THEIR OWN STORES

What can merchants in towns near big cities do to hold their trade? East St. Louis, Ill., is just across the river from St. Louis. Mo., and for many years trade has gone to the bigger city. Last fall, however. East St. Louis made a fight for its own. It staged a Trade-at-Home Campaign-and kept a million dollars' worth of business at home. The method was simple and inexpensive. The article which follows shows how it was done, and how it can be done again in any town that is faced by a similar situation.

W HAT is a million dollars of added business worth to the merchants of a town—of your town, for example? Is it worth a small investment for each merchant who is going to share in that extra business? Is it worth, for example, 2% of the extra business each merchant will get? Is it worth a little extra thought and effort?

The hardware dealers of East St. Louis, Illinois, together with the other retail merchants thought that the extra business would be worth enough to warrant their giving \$10,000 worth of prizes to keep it at home. Every merchant who wished to share in that extra million dollars worth of business helped to whatever extent he thought he could profit. The result was that every merchant in East St. Louis increased his business at an almost negligible cost, and the town profited accordingly.

To hold its trade

For years the merchants of East St. Louis had seen their winter trade go across the river to St. Louis, Missouri, and they had been powerless to hold it. Finally, in the Fall of 1922, the Trade at Home campaign developed under the leadership of the Down-Town Business Men's Association. It was proposed to run a \$10,000 Gift Campaign. This was to be a raffle arrangement. Tickets were to be given away with each \$1.00 purchase made in an East St. Louis store. On a given date the raffle was to be run off and holders of the winning numbers were to get their prizes which ranged value from a fully equipped Packard touring car to a box of stationery.

From the very beginning it seemed certain that the plan

No. 791018 Deposit This Stub in Barrel at Display Room, Collinsville and St. Louis Avenues 'Basement' Name Street City

Downtown Business Men's Asan.

EAST ST. LOUIS, ILL.

Visit Display Room No. 791018

Downtown Business Men's Association

EAST ST. LOUIS

\$10,000 in Gifts
KEEP THIS TICKET, GIPTS GIVEN AWAY JAN2, 1923
Gifts on Display, Collinsville and St. Louis
Aves. "Rassesset"

Each dollar purchase entitled the buyer to a coupon like the above. The left hand side, properly filled out, was deposited in the barrel shown on this page; the right side was held by the purchaser

must succeed. Merchants were enthusiastic about it because they were increasing their business at small cost. The people of the city could be depended upon to enter because of the many prizes which were offered. The retailers were so enthusiastic that Mr. G. C. De Bell, who organ-

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ized the plan, reports that almost every merchant promised to enter the campaign when the idea was first presented to him. Only one merchant required a second visit—and he entered after the idea was fully explained to him.

The method of working the campaign was simplicity itself.



East St. Louis' campaign to keep the holiday trade at home was heavily advertised in the local and neighboring newspapers. The barrel for the contest coupons was featured



The Committee in charge had 1.250,000 coupons printed for distribution, at \$50 per package of 2,500, among the retailers. On the face of each coupon, which was divided into two parts by a perforated line, was a number, the same number appearing on each half of the coupon. One-half was a stub on which the owner of the coupon wrote his or her name and address. The owner then deposited the stub in a special barrel kept for that purpose in the large showroom where all the campaign gifts were kept on display. The owner kept the rest of the ticket as a proof of ownership of a gifts; To the left-the barrel, kept in the display room, in which coupon stubs were deposited chance for a gift. On the re-

verse of the coupon was printed a list of the names of all the stores which had entered the campaign.

These coupons cost the merchants 2c. each and they gave one away with each purchase of \$1.00, so that their total cost of entering the contest amounted to less than 2% of their individual total sales.

The cost to the customer, however, was nothing, for prices were kept at normal. No increase was made to cover the 2%, and the customer had the chance of getting at least one of the many valuable gifts.

Some of the prizes were so valuable, too, that the prospect was decidedly alluring. The Packard touring car, for example, fully equipped and with paid-up insurance policies covering collision, liability, property

damage, fire and theft was worth several thousand dollars. In addition there were dining-room, bed-room and living-room suites, a player piano, a range, a phonograph, washing machines, a plot of ground, a kitchen cabinet, a gas stove, a breakfast set, a storage battery, free shaves for a year, a season pass to a local theater, a bed, a toaster, 100 baskets of groceries, dolls, lamps. cedar chests, \$5 and \$10 saving accounts in local banks, rugs, toilet sets, travelling bags, stationery and various articles of clothing. The chances of drawing a worthwhile prize were good enough to make people of East St. Louis do their shopping right at home instead of on the other side of the river in St. Louis.

The merchant, of course, profited because the business

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came to his store instead of going to his out-of-town competitor. People bought more than they needed for immediate use because they wanted to get more chances on the large number of gifts—and every merchant in the campaign profited according to his ability to attract trade and to present his goods at reasonable prices.

Advertising helped

The advertising of the campaign was done partly by the central committee and partly by the individual merchants. The committee, for example, printed 1,400 heavy display cards for announcing the campaign. Each was 26 inches wide by 21 inches high. These were posted throughout East St. Louis, in neighboring towns and on the roads leading into town. Regu-



In addition to newspaper space the Campaign Committee used many billboards like the above to help keep trade at home

lar weekly inspection assured their being kept in good condition, so that any that were torn or removed could be replaced. In many cases the street car companies posted them in their stations and made special round trip rates into East St. Louis.

The committee did other general promotion work. It maintained a show-room for the prizes, enlisted the support of the various retailers in town, solicited donations for gifts from manufacturers and retailers, bought and used billboard and newspaper advertising space and acted as executive head of the entire campaign. In select-

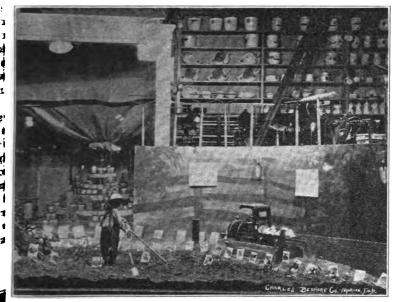
ing a committee to handle the campaign, great care was taken to choose representatives from various lines of business, so that the final committee was composed of a grocer, a hardware man, a dry goods merchant. a druggist and a butcher.

The committee in charge of the job did its work on a surprisingly small a mount of money. The cost of printing the tickets came to \$600; the advertising, most of which was bought at special rates, cost \$1,100; the display room in which the prizes were kept on exhibition was donated free and the attendants were paid \$100 a month.

(CONTINUED ON PAGE 50)



Every merchant who entered the campaign received big window posters like the one illustrated with which to advertise the fact that he gave gift coupons



Three inches of soil may not grow many vegetables, but it grew business for Charles Beshore

A growing garden put life into his show windows

"THE MAN WITH THE HOE" ACTED AS THE BESHORE COMPANY'S ANNOUNCEMENT THAT GAR-DENING TIME HAD ARRIVED

THE clothing merchant may be a slave who dares not violate convention by "rushing the season." But not so the hardware dealer who makes a plate glass window do hot-house duty when gardening fever gets into the air. The accompanying picture shows everything but the early bird who might have been there to get the worm.

Real soil of good quality was spread out two or three inches thick over the portion of the

window enclosed by the wire fence. Seeds were planted and watered and they grew in the miniature window garden. Corn, peas, beets, lettuce, radishes, onions were there—in fact, it was a real garden and the gardener was on the job to keep down the weeds. Across the doorway was a revolving pyramid (seen in the picture) which displayed other wares. On the sidewalk and just inside the door were seeds, hoes, rakes and other im-

plements needed for gardening.

The delivery truck, driven by a doll, and equipped with electric headlights and a red tail light, was placed on a crushed stone roadway which merged with a painted background. Not to leave out any detail, the usual roadway signs called attention to the best place to buy seeds and garden tools.

This window has a very decided and definite appeal. Aside from the fact that it is unique and timely, has motion and action, it tells a definite and interesting story. But that is not all.

Sells spring garden fever

The window has life, and grasps and uses an intangible something which might be called the selling psychology of spring. True enough, in the Spring a home man's fancy turns to garden and the out-of-doors. who looked at this window. were reminded of the return of Spring and said to themselves "'Bout time I was thinking about putting out some garden." Then they read the sign "Now is the time to buy good seeds that are sure to grow." Spring is no time to resist an impulse, so the next move was to go in and buy. And just as often as not the woman of the household, who is frequently the inspiration back of the hoe and rake, was the one who smiled at the miniature garden and at the "cute little feller" and made the purchases suggested by them.

The life of a store is judged largely by its window displays. It is not difficult to get a repu-

tation for having the livest store in town. Folks just naturally like to trade with a hustler. So, although the actual profit on a few packages of seeds may not be very great, the seed window drew far more than the business which was the basis of its main appeal.

Pudding pan used to advertise itself

The O. A. Hale Co., of San Jose, Calif., recently used a catchy little ad to call attention to a special sale of two-quart aluminum pans.

The pan was pictured at the top of the column and was

labeled:

TWO-QUART ALUMINUM PUDDING PAN 49c

(Cover, Special at 20c)
With cover, this pan makes a
fine casserole or baking dish.
THE PUDDING PAN'S DIARY
SATURDAY:

Awoke and found that the prunes I stewed last night had been served Went to the oven with breakfastfood to crisp. Then I was given six eggs which, after warming up to my work and with the aid of a cover, I poached with a little less than one-half the amount of heat ordinarily used. You see I heat up evenly all over, hold the heat a long time, and save lots of fuel.

After breakfast I made a delicious rice-pudding for luncheon And then it became a question of whether I would make soup or heat up a can of beans. Soup won,

Later in the afternoon I wasgiven the delightful job of molding fruit gelatine. That being
turned out onto a dish and placed
in the ice-box, I was sent to the
oven to make a chicken pie. Yum.
yum! (CONTINUED TOMORROW.)

Abe Lincoln's stove and carriage

The stove illustrated is a relic of pre-Civil War days. It was made in Troy, N.Y., and is built into the wall of the kitchen of an old cottage on the grounds of the Soldiers' Home in Washington, D.C. The cottage was occupied by Abraham Lincoln and other Presidents as a President Busummer home. chanan occupied the cottage in the summers of 1856 to 1860; President Lincoln used it later. and other Presidents to use it were Hayes and Arthur.

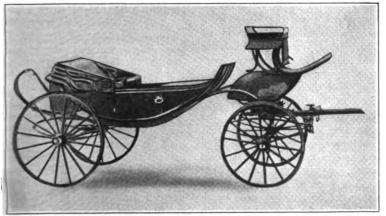
Another souvenir of President Lincoln is the historic carriage of state pictured on this page. It was presented to him at the time of his first inauguration and served him on all occasions from then until the night of his assassination. It was in this carriage that he rode to Ford's Theatre. An intimate friend of Lincoln, Dr. F. B.



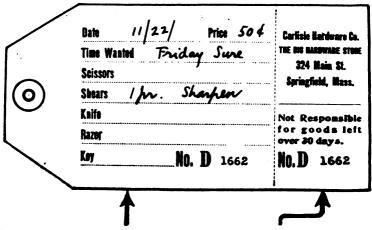
This stove was used in President Lincoln's official summer residence

Brewer, bought it on May 11, 1895, for \$1,000.

It will be noticed that there are no steps to facilitate getting into the carriage. Possibly Lincoln's long legs made this quite unnecessary.



President Lincoln used this carriage on the night of his assassination



This part of the repair tag is attached to the job

This part of the tag is the cus tomer's receipt

"I repair anything" says this dealer

Customers can take any kind of repair or sharpening job to the Carlisle Hardware Company, Springfield, Mass., from a door-key to a lawn-mower, and know that the job will be done right and promptly. store has no repair department, but turns over the work to a man who makes a business of sharpening, repairing and doing odd jobs. The store gets a certain commission on the work. Tags like the one illustrated are used to handle this work.

When a pair of shears, for instance, is taken to be sharpened, one of the tags is filled out and attached. On special work, instructions are written on the back of the tag. A boy from the repair-shop calls twice a day to take new stuff and to bring back finished jobs.

customer gets the goods simply by presenting the stub and paying the charges. The service feature is one that customers appreciate, judging by the volume of the business done.

The more you know the more you sell

Here is the wording from a sign in a hardware store:

"Tell us what you want paint or varnish and we'll tell vou what to use and how to use it."

Every one who sells paints or varnishes in that store has made a study of them, so that he is competent to give real advice. The manufacturers were glad to furnish the necessary Their knowledge information. makes the salesmen take a genuine interest in selling paint and varnish and in selling it right. so that the customer will be ne thoroughly satisfied with it.

How we are making money out of the coal shortage

AT THE SAME TIME WE GET THE OPPORTUNITY TO BE OF SERVICE TO OUR COMMUNITY AND MAKE FRIENDS FOR THE STORE

By A. H. Van Voris

E run a hardware store in the little town of Cobleskill, N. Y.. in the center of a rich agricultural and dairying country. We like to serve our customers as well as to make a profit from them. Often the opportunity comes along to do both at the same time.

A good example of this came recently with the acute coal shortage that developed everywhere. We could not very well turn coal miners or operators to increase the fuel supply, but there were other doors of service open to us. We found that we could help our customers out by actively encouraging the production of an adequate supply of wood to be used as a substitute for coal, and this, of course, meant more business for us.

We looked over our stock

We figured that there were three classes of people in this country who were interested in increasing the wood fuel supply—the professional wood cutter, the farmer, and the householder. The professional is the producer, the householder is the consumer, and the farmer is both. Since both the wood cutter and farmer were the logical users of wood-cutting tools, we

decided to concentrate on these two classes.

We started in by looking over our stock of axes and soon decided that we were going to find out what were the two most popular types of ax used in our part of the country, and that we would stock only these. We were able to offer our customers a selection of two reputable makes of axes in different weights, and in only two patterns. Of course, we handled only lines which we could guarantee.

Got woodsmen interested

We carried out the same policy in stocking crosscut saws which every farmer and wood cutter needs, wood saws (buck). files in both slim taper and flat patterns, extra saw handles and ax helves, ax wedges, mauls, peavies, log chains, cant hooks and extra wood saw blades.

Our next move was to interest three of the best known woodsmen in the vicinity in our wood-cutting tools. We found that these fellows took a great deal of pride in their skill, and by the use of a bit of tactful praise we were able not only to get their approval of our tools, but we also got them to use

some of them. This proved very good advertising for us and resulted in many sales.

Before we began our advertising campaign, we installed a very effective window trim in which we arranged a complete Then came our newspaper announcement, in which we called attention to the importance of preparing a good supply of wood against the extreme coal shortage. Our advertising also called special attention to the

NOW, IF EVER--THE WOOD SUPPLY IS IMPORTANT



It is important to you as a farmer who can cut it from your own woodlot for your own house use.

It is also important to you as a source of extra income by selling this wood to village customers during this present EXTREME COAL SHORTAGE.

It's one thing to say you haven't time to get out this wood but the demand is such that you shouldn't turn away this EXTRA SOURCE OF REVENUE.

We are prepared to furnish you with the tools. We have axes from 98c up. We don't recommend these cheaper axes but we do have some which are fully guaranteed. Ask to see the WINCHESTER, KNOT KLIP-PER and PLUMB single and double bitted axes. CROSS CUTS, ONE MAN SAWS, DRAG SAW MACHINES, CIRCULAR SAW BLADES. WEDGES.

I. VAN VORIS

PHONE

COBLESKILL, N. Y.

This advertisement helped the Van Voris store to sell wood cutting tools and thus combat the fuel shortage

line of wood-cutting tools combined with chopping blocks, saplings, saw-buck, foliage of pine, spruce and hemlock, and a lot of wood chips. We got these easily from a nearby farmer and from a sawmill, and they certainly lent atmosphere to the display. In the window, beside a double-bitted ax, we placed a card reading: "Jerry Acker Used One of These Axes." On the other side of the window, standing just behind one of the smaller axes, we had a card which read: "Let Your Boy Help Out on the Wood Pile, Same Quality as the Big One."

fact that every small town householder needed a good ax in his home. Too frequently the man of the house goes to his neighbor to borrow an ax, or else gets along with some wornout affair which should long since have been discarded. In such instances, a reminder in the form of an advertisement or a window display might be just the thing to prod him into buying a new one.

In our town, as in most rural communities, there is quite a demand for slab wood as well as for the more choice hardwood sticks. This slab wood

1sually comes in sizes too large for furnaces, heating stoves, or fireplaces, and must be chopped into smaller pieces. found that by getting information from some of our woodcutting farmers as to their local deliveries of slab wood we could often sell hand axes to his customers by merely sending a little personal letter to them. In fact. every time we see a pack of slab wood lying by a cellar window we regard it as a possible prospect for the sale of an ax.

Help farmers sell wood

By way of creating good will with our farmer woodsmen, we frequently act as a medium for market information for the local sale of his wood. We were selling some belting to a farmer the other day, when the question of disposing of his wood came up in the conversation. We happened to know of a man who wanted to buy a lot of wood. and told our customer about him. The result is we did a little favor for both parties and made two friends for the store.

Just one point we want to make about the handling of wood-cutting tools. In our store it has proved advantageous to build a small rack for helves near our ax display, as many farmers who buy new axes are thus reminded to take home a new helve for the old axes which they are replacing. well to keep these extra helves as far removed as possible from any heating devices, such as floor registers or radiators, since they are quite apt to become warped from the heat and thus spoil and become dead stock.

Milestone signposts advertise his store

The Williams Hardware Co., of Streator, Ill., has for some time employed an unusually effective advertising scheme. It distributes to farmers in its territory neat combination sign boards and mile-posts, which a local sign-painter makes for fifty cents each. Each sign is a 12 x 18-inch oval with bevelled edges and blue sanded finish. Lettering on these boards is in white on a dark blue background.

Each sign reads:

FARM HOME OF (Name of customer) (number of miles)

to WILLIAMS HARDWARE COMPANY Streator, Illinois

By using a stencil for the first line and for the firm name and address very little work is required to turn these signs out in large numbers at comparatively small cost.

The signs serve a number of They remind purposes. farmer of the dealer who gave it to him. They advertise the Williams store to passersby, and they give tourists information which every now and then results in stop-overs at Streator and at the Williams store.

Mr. Williams says that farmers have told him that they feel obligated to keep their places in tip-top shape when their names are on the front gates. This suggests that paints may be sold to them quite easily if the matter is brought to their attention in the right way.

Fair shows value of kitchen conveniences

An exhibit recently displayed by the Montana State Fair offers hardware dealers an idea for a window display, which could be used to show women the loss in efficiency and convenience caused by old and wornout household utensils. The display, which is reproduced on this page, was part of an exhibition at the Montana State Fair. It prepared by the Home Economics Department of the Extension Service of the Montana State College. It attracted a great deal of attention and certainly put over most effectively the idea it was intending to convey, which was-HOME CON-VENIENCES. The display was as follows:

A small cemetery, 3 x 3 feet, was constructed on a display table. Grass was made of coarse salt mixed with dry green kalso-

mine. A low conventional hedge was made of rubber sponge dipped in liquid kalsomine. conventional and ornamental gate was constructed of heavy wire. Trees were made of green sticks on which dyed excelsion was fastened and trimmed in various shapes. About 10 graves occupied the cemetery. headstones were made of plaster of paris on which the epitaphs were printed in India ink. tributes decorated graves. The legends on the stones were as follows:

AUNT MATILDA — Gone where there are no dull butcher knives

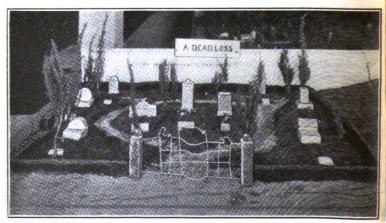
COUSIN EMMA—At rest at last.

GRANDMA—Washed herself into Eternity at a broken wash-board.

ALICE—Beaten to death with a broken egg-beater.

MOTHER — Lost her life working with a poor range.

AUNT AMANDA-A can-



Poor tools wear out good workmen. They also wear out housewives. This display shows the graves of women killed by poor kitchen utensils

opener proved too much for her.

SISTER ETHEL — Broke down carrying water from a spring.

MARTHA—Overworked. Oh Death! where is thy sting?

HELEN—Back broken. Low ironing board.

SUSAN—Died from old age at 32. A dead loss.

MARY—Swept off this planet by the stub of a broom.

Behind the table, hanging on the wall, was a display of "Lady Killers," such as broken eggbeaters, dull can-openers and butcher knives, broken washboards, stubs of brooms, poor wringers, broken mops, scrubbing brushes with no handles in them, worn-out dust-pans, lids with no handles, poor skillets, etc., etc.

To balance this destructive display, beside it on the table were all manner of conveniences. Of course, the College could not advertise nor publish prices, but above it they had a sign which read, "Mother is the greatest asset of the household; invest a little in her; she will pay fine dividends." "Tools, not tombstones." "A good washingmachine costs far less than a second-rate funeral." "Buy conveniences while she is living not flowers when she is dead."

Do you want to know why some paint departments make money while others don't? See page 26.

Display sells toys all year round

A merchant who did a big business in toys at Christmas time usually packed the leftovers away until the next season. He finally decided, however, that most of his profit was in the goods he had stacked away on the store-room shelves.

After that he put a table at the front of the store where he displayed a fair assortment of toys, plainly priced. There are birthdays in every month of the year; and as long as the kiddies visit the store there are always prospects for sales of toys. This merchant says that toys sell all year round instead of only for a month at Christmas season.

Red tags advertise this store

George W. Leedle, who is in the hardware business in Marshall, Michigan, calls his place "The Red Tag Store." For several years he has used red tags for marking goods instead of the white ones used by most concerns. These are imprinted, "From Leedle's Hardware—The Red Tag Store." Mr. Leedle says, "The people around here know that when they see a red tag, the article it is attached to came from Leedle's. I believe it is a good method of advertising, because quite often I hear customers say they saw a certain article at a neighbor's and that they knew it came from Leedle's because it had a red tag on it."

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Is your paint department like any of these?

HERE IS THE PAINT AND VARNISH SITUATION THAT I FOUND IN THE SEVERAL HARDWARE STORES, BIG AND SMALL, THAT I VISITED RECENTLY

By Carl W. Dipman

KNOW from long experience that every hardware dealer can make money in paints and varnish. That this department can be made one of the most profitable in the hardware store has been proved again and again. The surprising thing is to find how many smart hardware dealers, with good live stores, neglect to get the most out of this profitable paint business.

Just by way of keeping my mind fresh on the subject and bringing my experience right up to date, I made another little trip only last month, covering New York, New Jersey, West Virginia, Ohio, Indiana, Illinois, Texas and Oklahoma.

My purpose was chiefly to find out what hardware dealers were doing with their paint departments. Of course I found any number that were getting everything possible out of the line. They carried and displayed properly some well-known brand (and only one brand), not too many colors or sizes, the right proportion of shelf goods and heavy paints. In short, they were getting a good turnover on the line, and making real money.

I am frank to confess that this was not the case with the majority that I visited. Not that most stores were losing money on the line, but they were not getting as much out of it as possible. Space limits my giving the story of all the stores I visited, of course, but I am going to describe very briefly the situation that I found in a few of these stores-good and badand I will venture a few words of comment on what I think was the matter with the backward ones and how the situation could be remedied.

Too many lines burdened this man

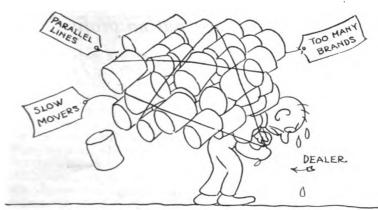
This store is only one of several such in Brooklyn, New York.

This dealer isn't a merchant—he's only a storekeeper. He tries to keep everything in stock for which he has a call.

The result is his paint and varnish department is hopeless. He carries three brands of house paint, ten or twelve brands of shelf specialties, and all the leading varnishes.

He has many parallel lines,

 $\mathsf{Digitized}\,\mathsf{by}\,Google$



He tries to keep in stock everything called for—it's a losing game.

What his stock needs is a cleaning out

and has doubled up on many colors. The result is he has a large investment—entirely too large for his business.

Not only do his shelves look messy with so many different brands, but they are filled with slow-movers. A good cleaning out, and the handling of only one brand in each major line will put his paint department on a paying basis.

Stocking one line did the trick here

About a year ago, two hustlers bought a hardware store in a small farmer town of Illinois. When the store was acquired, about twelve different brands of paints were on the shelves. One of the first things these new owners did was to take eleven of these twelve brands of paint and pile them into a stack in the center of the store, and invite the entire countryside to a grand bargain paint sale. One good line was then stocked throughout.

After one year this is what the manager has to say: "We should hate to have to go back to the old system of handling a dozen different lines of paint.

When we took over our present place of business, we found at least a dozen different brands of paint in stock and decided immediately to start a sale on paint. We picked out the line as we knew it had had a great deal of advertising in our locality, and we put all the other lines on a bargain counter. One year's experience has taught us we did the one and only right thing. We find our stock looks much better and it is a great deal easier to fill an order. We would not consider handling paint in any other manner."

This is a good example of the value of simplification which we have been advocating right along for paint sellers.

A large business but no profit

This store is situated in a city in West Virginia. It enjoys a large, high class hardware trade, and does considerable business with builders and contractors. It handles a complete line of a good paint. The sales are mainly in heavy goods. In spite of the big volume of business, the manager said, "Somehow we don't seem to make money in the paint department. We sell a lot of paint, too."

There are two big reasons why this store does not make money in paints. (1) Too much money invested for the amount of business. (2) Not enough business in the profitable shelf and household lines.

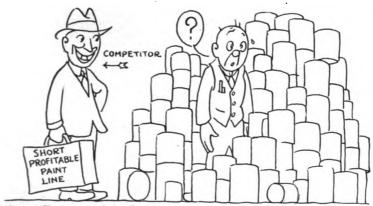
The store carries 36 colors of house paint with an average stock of twenty-four gallon cans in each color. Half gallons, quarts, pints and half pints are stocked in the same proportion.

The result is a stock turnover of about only one a year. The investment is entirely too big for his business. There is only one answer: cut down the investment, either by eliminating the slow moving colors, or by cutting down the stock of each color.

In the second place, this dealer's specialty and household business is too small — not enough women buying varnish stains, enamels, etc. This man must get a little life into his paint department. He popularize it with the household trade, especially the women. He should take advantage of every promotion stunt the manufacturer has to offer. He should study the method of department stores, and department-store-ize his paint department. The "velvet" of the paint business often lies in the shelf lines.



Too many colors, too many sizes, too many brands, too big an invessment. too slow a turnover



This fellow must have been trying to corner the paint market. He doesn't make money, but his competitor is happy

One has the lines—the other the profits

In a small farming town of Illinois, there is a dealer who apparently doesn't like to offend paint salesmen. So he buys a case or two of paint or varnish from everyone who comes along. The result is he has in stock odds and ends of about every brand of paint sold in Illinois except the mail order house brand.

By such foolish buying he has accumulated a large stock, most of which is unsalable. He has one section of shelving filled with paint. He has paint piled on the floor in front of his counter where it collects dirt and is kicked around. He has more piled on a table in the middle of the store, and still more on the floor under the table. A sur-

plus stock is in the back room. There is neither rhyme nor reason for this dealer's method of keeping stock. When a customer calls for a certain shade, a searching party is held in which all hands join (including the customer), hunting for that shade. Once in a while they find the color desired—then there is great rejoicing, and exchange of congratulations.

This man does not make money in his department. But he doesn't know that he doesn't make money. Yes, we might go even further—he doesn't know that he doesn't know.

But why worry when this man's competitor is so happy? The competitor has a big paint business and makes money.

A good business that could be better

In a residential section of Chicago, there is a neighborhood hardware store. The people in this community are discriminating buyers. The dealer has very little opportunity for

the sale of heavy paints, but does considerable business in shelf lines, such as varnish stain, enamel and household specialties. His paint business is extremely profitable.

As one enters the store no paint or varnish can be seen. If a customer asks for some, the clerk dodges to the backroom and supplies it. Many slow-moving articles are in front of this store, occupying valuable

space, but the paint is kept in the back room; yet it is one of this dealer's most profitable lines.

Household paints are often bought by suggestion. Should this dealer give his stock a more prominent position his business would immediately increase.

The sight and display of paint makes many people want paint, and makes many additional sales.

Pep was all that this dealer needed

A hardware dealer in a farming community in Ohio was not satisfied with the sales in his paint department. The drug stores were beating him to it. After much debating he decided it was the fault of his line.

He then invited several manufacturers to present their paint propositions. After listening to them all he gave the salesman of his own line an opportunity for re-selling him. With his back to the wall the salesman

put up a "game" fight. He said, "See here, John, my proposition is just as good as any you have listened to. If you will let me talk straight from the shoulder I'll tell you what the trouble is. It's with you; neither you nor your clerks take enough interest in the paint department."

The dealer thought it over and said, "Maybe you are right: maybe we haven't pushed paint as hard as we might."

(CONTINUED ON PAGE 61)



Found he wasn't pushing paints hard enough so he put some jazz into the department. Business jumped from \$800 to \$3,000



The interior of the store with the entire force assembled. The writer of this article is in the foreground

How we built a big hardware business out of a junk shop

WHEN THE PANIC OF 1907 HIT US, WE WERE UP IN THE AIR FOR SOMETHING TO DO UNTIL SOMEONE SUGGESTED THE JUNK BUSINESS. THEN—

By Jerome Weil

To look at our store now you'd never dream that it started with a junk pile in a basement. In fact, I had almost forgotten about its origin until the other day when a man I hadn't met for years happened to drop into the place.

"I'll say you have some hardware here," he remarked as he gazed about, after we had been chatting for a while.

"Yes, I guess we've got almost

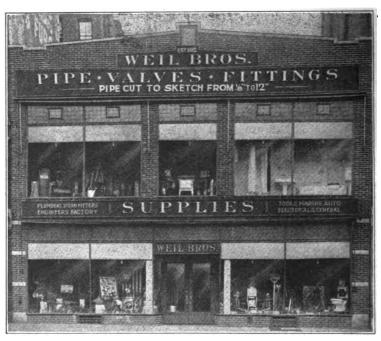
everything in the line except kitchen hardware," I replied. "And we don't carry that stuff because the neighborhood doesn't warrant it. But we have a complete line of hardware and tools for builders, plumbers, carpenters, steam-fitters, painters, electricians, engineers, automobilists, marine and garage men, suburban home builders and—"

"That suburban idea interests me," my old-time acquaintance

Digitized by GOOGLE

said, "I'm going to start to build my own home over in Jersey pretty soon and I'm just wondering how much hardware you can supply me with." The problem didn't bother me very much. house until he finished it, even down to the smallest nail or screw, or drop of paint or varnish.

"That sounds interesting and comforting," he said. "But tell



The result of years of work—the ex-junk dealers now own this \$70,000 general hardware store on a busy uptown street in New York

I told him we could begin with his cellar and that we'd be able to furnish him with everything but bricks and lumber. I explained that he could telephone for stuff as he needed it and that it would be delivered the same day, or, at the very latest, within twenty-four hours after he ordered it. And as a result, so far as hardware was concerned, he wouldn't have to quit working from the day he started the

me, how did you ever come to get into this game? The last time I met you was in Cleveland, and you were a diamond salesman."

He had it right and was referring to 1907, the year of the panic. Maurice, my brother, lost his position as a broker's clerk about that time, and as jobs were scarce he wasn't able to do any better than connect as a novelty salesman on a straight commis-



The lowly beginning: the little half-store uptown and the asylum wagon rented to make junk collections

sion basis. At the end of a year his firm discontinued manufacturing the novelty and he tried selling neckties. He earned seven dollars in two weeks and then quit.

"It's about time we went into

business for ourselves," he said to me just before I went on the road. "How about it?"

"Count me in on anything you decide," I replied.

Two weeks later while I was in Cleveland I received a wire



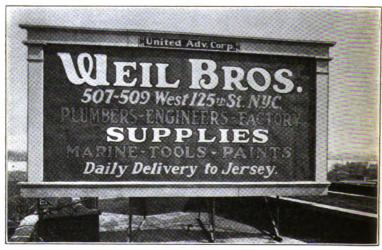
Today: 1000 of these big trucks are needed to handle the Weil Brothers' suburban deliveries

from him which read: "Going into junk business. Will you join? Letter follows."

I thought the telegram was a joke until I got his letter. In it he explained that he had considered various lines of business,

good pointers on the junk trade.

Six weeks later we pooled our bank rolls, amounting to five hundred dollars, and rented a basement on West Twentyeighth Street for fifteen dollars a month.



This sign on a roof near the ferry tells suburbanites where they can get the hardware and supplies they need

but as neither of us possessed any knowledge of them, and as we had so little capital, he had decided we'd better tackle something requiring a minimum of experience and a small bank roll, like a cigar store, a hand laundry—or a junk shop.

"I heard a fellow say there's money in the junk business if it's run right," he underscored in his letter.

Having concluded that Maurice was serious, I wired him, without stopping to analyze our chances of success, that he could count on me to the finish. In his next note he suggested that I keep an eye open for

While looking for a sign painter we ran into a friend, who, on hearing about our new venture, said:

"The junk business is a tough guy's graft, so you don't want to hang out fancy names like Maurice and Jerome. People would kid you, and some might be afraid to do business with you. They'd think the junk shop was just a blind. Just call yourselves Mike and Jerry. They sound like real junk dealers' names."

We immediately saw the logic of the man's remarks, and from that day we have been known

(CONTINUED ON PAGE 52)

Monthly cash prizes for the best ideas from hardware men

Classification of hinges and screws saves effort—\$10

To make the sales of strap and tee hinges easier, I have placed in each bin of hinges a box of screws carefully selected for proper size and length according to the usage of our carpenter patrons. This makes a sales job that was formerly a big bugbear a real pleasure. Even if a longer or shorter screw than usual is asked for, there is the little sign on the top of the box of screws to give the vital information — that about the gauge of the screw. And thus a lot of heartbreaking searching and fumbling is totally eliminated.

Very few customers ask for a different length from what has been selected. The screws are counted out without question, and the next customer is served, often in half the time it formerly took to wait upon one hinge purchaser. The customer always used to become suspicious and critical, often changing his mind two or three times when he saw that the salesman was making a new problem of each size of hinge.

Below is a table of sizes selected for our trade:

3" 4" 5"	light hing	es	34- 6	screws
4"	74 47		V ₁ 7	**
5"	66 44		V4 8	44
6"	**		1/4 = 9	44
4" 5" 6"	heavy hing	res	76-10	**
5"	"	• - •	74-11	**
6"	** **		1 "12	44
8"	14 14		i —i3	**
1Ö"	** **		114-14	44
12"	44 , 44		114-15	"
14"	" "		114-16	••

ROGER SEARLE.

This idea made greater gun and ammunition sales—\$2

During the deer hunting season this fall we offered a \$5 prize to the hunter who shot the deer having the largest number of points. We did this feeling that it was a helpful act on our part and also a piece of good business. We hoped that it would be the means of bringing in more business along

sporting goods lines than we would have gotten otherwise. We placed advertisements announcing the special prize in several of the county papers.

Every purchaser of ammunition and guns during this period was asked to leave his name and address with us. This gave us additional addresses for our mailing list and helped us in awarding the prize. We made the prize conditional upon the purchase of the gun or ammunition from us.

At the close of the season we awarded the prize and sent every entrant a letter giving the winner's name and thanking them all for their patronage.

More than 230 people regis-

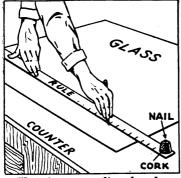
tered with us for the contest and it was quite surprising to note the distances people came from to buy their sporting goods from us. The register of names showed a range of as much as 40 miles. The contest brought us more business and it showed our patrons that we were interested in them.—R. T. ALBEE.

Grouping showcards is his display idea —\$2

Card displays are assets to any store, but in rearranging our show cases recently we found we could not see the new arrangements within on account of the large number of card displays on the glass above.

When we desire to have as much stock displayed as possible, we now open up the windows of our show cases and thus, we believe, increase the pulling power of the display cards themselves by placing them in an attractive manner upon a special table where we can group them in relation to each other. A good selection of background color actually sets the cards off to better advantage than does the glass of the show cases.—ROGER SEARLE.

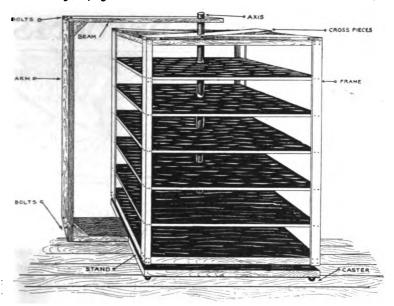
Here's an idea that makes glass cutting simpler—\$2



This device steadies the glass and makes cutting easier

When you sell glass and have only a counter on which to cut it the method illustrated here will, I think, be of considerable help.

All that you need to carry out this simple glass-cutting idea is a shingle nail run through the center of a cork. This device holds the glass and one end of the straight edge steady on the counter. The cork arrangement also gives you the proper tension for cutting.—C. A. Strom.



A home-made cabinet that saves time and trouble

A home-made cabinet for rivets and bolts

Usually it is not easy to keep a supply of bolts, rivets and tacks in such order that they can be picked out instantly. John Bergan, of the Willmar Hardware Store, Willmar, Minn., has solved this problem with a home-made rack or cabinet.

The cabinet is 5 feet high by 4 feet wide, and has five shelves or compartments. The frame, as light as it is possible to have it, is made from hard maple, and the shelves are also made of as light a material as is compatible with the required strength. There are two crosspieces of heavier wood, one at

the top and one at the bottom of the cabinet, partly to strengthen the frame and partly to hold the axis. The axis, made from an old fork handle, runs right through the cabinet and revolves in a plank at top and bottom. The stand that holds the cabinet is made of quite heavy maple timber. There is a solid base or stand under the cabinet, and the lower end of the axis runs into one of its planks. One plank extends farther out than the others to hold the arm away from the cabinet, thus enabling the stand to revolve. The arm supports a beam over the cabinet, and the upper end of the axis runs into this beam. The floor frame stands on casters, so that the cabinet can be moved where needed.

BILL HOOSUS REFORMS



Bill Hoosus loved his little wife—at least he always called her "dear. It was a word, through married life, that Mrs. Hoosus loved to hear The neighbors called Bill, "hypocrite," and looked with wonder and amaze

That Mrs. Hoosus didn't quit, rebellious at the empty phrase.

On Monday morning she would wash, while Bill sat smoking in his den.

She often heard him mutter, "Gosh! These times is hard on married men!"

"I need a wash-line, Bill," said she. "The old one's rotten. Look-a here!"

Then Bill replied, "Leave that to me; I'll fix it in a minute, dear."

When finally the time had come when that old line would work no more,

Because 'twas wholly on the bum, Bill hustled to the hardware store And bought the very cheapest line that he could purchase anywhere. He said his "little clinging vine" was satisfied and didn't care.

When Monday's washing was complete, poor Mrs. Hoosus, with a sigh,

Went out with tired aching feet to hang the heavy clothes to dry.

The clothes line snapped and broke in twain, and all her fresh washed clothes were soiled.

The washing must be done again—you bet the Missus almost boiled.

- "Don't worry, dear," Bill Hoosus said. "Such things will happen now and then.
- I'll fix the rope—then go to bed. These times is hard on married men."
- One day Bill took it in his head that he would paint the house a bit.
- Though he preferred to stay in bed, he made a break and tackled it.
- The rope he bought to make a stage was very cheap and flimsy stuff,
- But William thought himself a sage, and swore that it was good enough.
- We hardly need to tell the rest: the rope he bought concealed a flaw.
- And when he landed on his chest, he broke a rib and smashed a jaw.
- "Twas foolish," said the old M.D., as he administered his pills.
- "Cheap hardware's dear, you'll now agree, since you are paying doctor's bills."
- "You're right," said Bill. "My ways I'll mend. The wife will never sorrow more.
- I'll buy the best, you may depend, when I go in a hardware store.
- "I'd not be here to tell the tale, were not my noodle made of wood.
- In future, when I spend my kale, the best will never be too good."



Young Bill makes new orders grow in old territory

THE BUSINESS BELONGED TO ARMSTRONG & CAMP-BELL, BUT IT WOULDN'T HAVE COME TO THEM IF YOUNG BILL HADN'T GONE AFTER IT

By E. M. Hunt

ILLUSTRATED BY R. B. FULLER

Man Armstrong, as he lit his cigar preparatory to reading the morning's mail, "that Col. Van Austin has bought twelve acres on Cherry Hill and is going to put up a fifty thousand dollar house on it."

Campbell, the junior partner, was changing to his office coat and the straw hat he wore in the store twelve months in the year.

"Yes," he remarked, "I hear the building hardware contract was let yesterday to Casey Brothers. Young Casey was in France with the Colonel. They didn't even ask for bids."

Old Man Armstrong sat bolt upright.

"Suppose he was in France with the Colonel," he frowned, "he was only there three or four months. I've been here in Eagletown with him for twenty years. Served on the school board with him. Belong to the same church he does. He might have been decent enough to let us bid on the job, at least."

Young Bill Armstrong in the shipping room, unpacking a case of axle grease, waited for his father to finish talking.

"Don't worry, Dad," he sang out. "Casey's 'll go bust if they think all you need to run a hardware store is big orders. They're letting store trade slip now. I went in there Saturday to get a valve packing in a size we were out of, and it took twenty minutes to get waited on because Jim Casey was out to the Motor Works after what Joe said was a big contract. That's no way to do."

"N EVERTHELESS," said the elder Armstrong, "I don't like to see profit on a six or seven hundred dollar order that belongs to me, go walking out the door of the store."

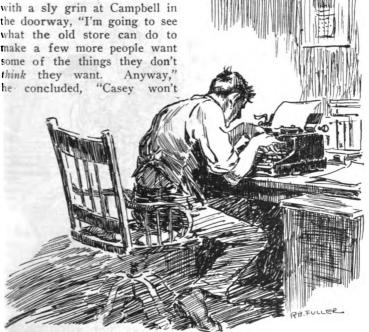
"That's just it, Dad," said young Bill coming into the office and hanging up the nail-puller "You're always in the closet. talking about business that belong to you. I've got an idea that the only business that really belongs to a store is the business it actually creates. I mean that if a customer discovers he needs a screw-driver and comes in here to get it, that business didn't belong to us: the customer made us a present of it. But if we got that customer to

buy a screw-driver, in addition to the thing he really came for, and maybe when he didn't have any particular immediate use for it but bought it, just the same, then the business does really belong to us.

"When I get to be a partner in this business," he added, with a sly grin at Campbell in the doorway, "I'm going to see what the old store can do to make a few more people want some of the things they don't think they want. Anyway,"

hundred dollars. At least a hundred and fifty. Maybe more. Enough, anyway, to send you back to college with your tuition paid for another year."

"Well, sir," said Bill slowly. "I'll bet you my year's tuition that between now and fall I can



Slowly he pecked away at the machine in the deserted office of the store

make anything much on that Van Austin job. He'll give the Colonel most of his profit for the sake of the old friendship."

He turned suddenly to his father.

"How much would we have made on it, Dad?" he asked.

Old man Armstrong laid down his cigar. "Figure it out for yourself, Bill. Twenty-six per cent. gross on-say, six get enough business out of the Van Austin place over and above what the Caseys are getting to pay you that hundred and fifty dollars in gross profit. What do you say, Dad?" His eves sparkled. "You don't stand to lose anything, and if I win, I go to college another year."

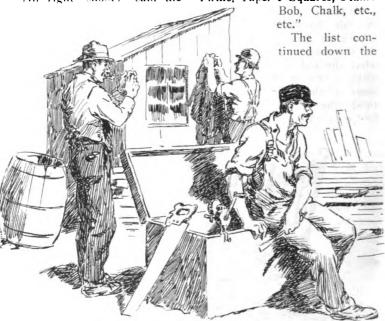
Old man Armstrong smiled. "How about the time you spend out of the store while you're digging this gold mine?" he quizzed. "I lose that, don't I?"

"Nix," said young Bill quickly, "I'll do it outside business hours. If I can't, I'll use the telephone."

"All right-shoot!" said the

town will be watching this house go up; everybody will be proud of your work. Look now and see what you will need! Is it on the following list?

"Trowels, Levels, Plumb Line, Twine, Tape, T-Squares, Plumb



Old Man, as Campbell nodded his approval. "I don't see your idea, but you can try it," and he turned to his mail.

That night when the store had closed, Young Bill Armstrong sat in the deserted office at a typewriter. Slowly he pecked away at the machine, and at length drew forth from it a sheet on which appeared, in carefully spaced capital letters, the following legend:

"Attention! Fast workers, look ahead. Are you ready to push this job through and do it right? Everybody in Eagle-

entire page and at the bottom Bill had written:

"Young Bill Armstrong of Armstrong & Campbell's will be here every morning at 7 A.M. to take orders for the above or anything else in our line. Anything ordered before 8.30 A.M. delivered before noon same day. Watch for Young Bill Armstrong tomorrow at 7 sharp."

Bill read the paper through, inserted it in an old mail tube, put the tube in his side pocket and went home.

Six - thirty next morning

found Bill on Cherry Hill. The Van Austin place had been staked out and the cellar partly dug. He was in time. The masons might begin work any day now.

Bill took the mailing tube from his pocket and drew out paper. From anothe

entries in a little book which he carried in his pocket. He was surprised to find what a long list it was and what an immense total the combined sale prices of one of each would make. But that was mere speculation.

Next morning at 7 sharp, Bill



one who was grinding a chisel as foreman. "I'm Bill Armstrong," he said. "How about tools?"

to the prospective foundation, and tacked up his announcement. He backed away a foot or two, read it over again, climbed into the little Ford, and went chugging merrily down the hill.

That day in the store Bill but on extra speed. He made a mental note of everything he saw which could in any way be useful in building the Van Austin house, and later made copious was at Cherry Hill again. Several workmen had already arrived and he noticed that the cement troughs and rough lumber for foundation forms were in place.

"Not much in our line to sell these birds," thought Bill, "But it's a start anyway." He kept his seat in the car for a few moments and then a man whom he took to be the foreman came walking over towards him.

"I see by the name on your car that you're from Armstrong & Campbell's," he said. "That's a good idea, that sign. minded me to look over our stuff and see what we might be needing. Here's a few things I thought of. We generally trade with the Mason's Supply Co., but so long as you're on the job, you might as well have the business."

"I don't want anything that belongs to them," said Bill casually, but taking the paper and folding it up. "We'll have these things here by noon," he added, as the foreman grinned his approval.

BILL ignored speed limits on the way to the store. "Here's the first order from the Van Austin place," he shouted as Old Man Armstrong came in at 8.30. It's \$36.80. Figure out the profit and credit to Bill Armstrong's sophomore year at college!"

His father looked at the "We sell Sam Freitag anyway," he said slyly. "How do I know we wouldn't have

got this anyway?"

"Don't squeal, Dad!" laughed Bill. "Take my word for it, you'd never have got this order if it hadn't been for Young Bill."

In the next three weeks Bill made regular morning trips to Cherry Hill with the result that before the foundation had been completed, he had brought in nearly double the first day's business from the foreman and his men. Moreover he had had plenty of time to prepare for a similar attack on the carpenters when they arrived. He knew every item in the store's stock which they might possibly use, with its price and descrip-

On the night the masons finished, Bill visited the deserted office and again besought the aid of the typewriter. This time his sign read as follows:

"Fast workers! This house is the pride of Eagletown. being built right because it is being planned right. Good work means good tools, and having them ready when nedeed.

"Look ahead! Young Armstrong of Armstrong Campbell helped the masons build this foundation by selling them good tools. He will be here at 7 A.M. tomorrow help you make sure you have the best carpenters' tools.

"Do you need a new hammer or saw or chisel, plane or bitbrace, etc., etc.?"

THIS time Bill's list filled the entire page, with hardly space at the bottom for his cheerful, "Bill Armstrong Ready-Are You? Orders given before 8.30 delivered before noon same day. ASK BILL."

The sign up, Bill waited a day for developments, and the following morning arrived at the Van Austin place to find the carpenters just ahead of him. He also found something else ahead of him.

Casey had been there and big as life on a post in front of a (CONTINUED ON PAGE 65)

Washington's knife saved the nation

Among the relics of George Washington preserved by the Masonic Lodge of Alexandria, Va., of which he was the first Worshipful Master, is the one-bladed penknife illustrated here. It was presented to the lodge in 1812 by Captain George Steptoe Washington, a nephew of General Washington. This is the history of the little knife:

After the death of his father. George, then 11 years old, made his home with his half-brother. Lawrence. Through the influence of William Fairfax, the father-in-law of Lawrence Washington, young George got a commission as midshipman in the British navy. The boy eagerly prepared to join the English fleet. When the news reached his mother, however, she absolutely refused her consent; she, commanded him to give up his dreams of glory, and return at once to the study of mathematics and surveying. George obeyed.

In those days the well-to-do families of Virginia sent every year to England for the things which the colonies could not supply; and on the next list which Mrs. Washington ordered was the handsomest penknife that could be purchased - a gift whose value to an American boy at that day it is difficult now to appreciate. She gave it to him with the terse admonition, "Always do your duty and obey your superiors." Through boyyouth, and manhood Washington constantly carried this reminder of duty. One evening at Valley Forge, as he sat with General Knox, a member of his staff, he told the story of the knife, of his ready obedience, in spite of his disappointment, and of his mother's deep appreciation of his conduct.

As the rigors of that dreadful winter increased. the timid and vacillating Congress failed to provide food and shelter for the ragged and starving army. while political stay - at homes



This is the knife that saved the

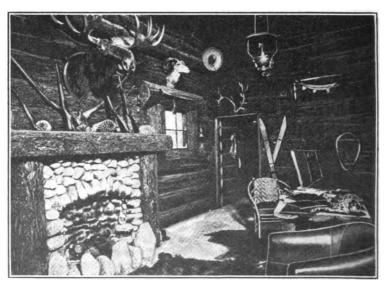
sought to undermine Washington. At length he resigned and his officers departed discouraged and disheartened-all save General Knox. "Do not forget," he said, when they were alone, "after all these years, the words of your mother. You accepted vour trust from the American people; they have not commanded you to give it up."
"That is enough," said Washington, interrupting. the council." When his officers had gathered Washington told them he would retain his command, and fulfill every duty that it imposed. Thus, on the memories that little knife recalled, turned the fortunes of the American army-and therefore of the American nation.

Hunters' clubroom helps his store

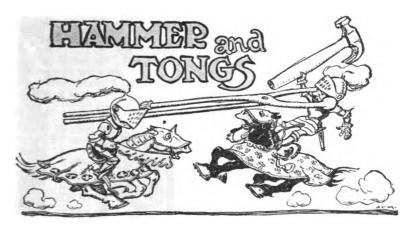
There was a reason for the B. H. Dyas Co., of Los Angeles, having to move into larger quarters. It was a matter of rendering such service to sportsmen that they have come to regard the store as the most natural place in town to visit before planning or starting on a hunting, hiking or fishing trip.

The atmosphere of the place is such that it helps to influence sales in sporting goods. At the entrance to the basement where athletic goods are carried, are tanks of water, framed in rustic pieces, in which trout are shown swimming about.

In a rear corner of the store there is a room finished in rough cut logs. Here men may come to loaf, smoke and talk of their plans or of trips of the past. They feel free to lounge about and they do not interfere with the other people of the store. Furthermore, in this room there are maps of the sections that sportsmen visit. There are reports on hunting conditions, information as to routes, fares and camping facilities as well as rates in the hotels or cabins of the different regions. There are men on the staff who know and who are willing to give advice and suggestions. Thanks to the liberal policy of helping sportsmen, suggestions as to equipment, tackle and arms and even apparel are taken in the right spirit. Thus much of the Dyas success is due to the willingness of the firm not only to sell goods. but to help sportsmen and make them comfortable in the store.



Huntsmen feel no hesitancy about lounging about this room, which the Dyas store keeps for them—and of course they buy their equipment here



A POSSIBILITY

A little boy in a city school refused to sew, thinking it beneath the dignity of a ten-year-

old man,

"George Washington sewed," said the principal, taking it for granted that a soldier must; "and do you consider yourself better than George Washington?"

"I don't know; time will tell,"

said the boy seriously.

STRENGTH

Tommy entered the village store with an assured air, and said to the man: "I want a lamp globe, and mother says she would like it as strong as the bacon she bought here yesterday."

Much of the hand-writing on the wall is done by our own hands.

A GREAT RECEPTION

Stevenson considered himself the last word in after-dinner speakers, and was never tired of telling his friends of his triumphs.

"Only the other day," he remarked to an acquaintance, "I was the third speaker at a banquet. The first speaker got up, and after his speech, was hissed; the second met with the same

fate. I was afraid, but I spoke. My talk was so good that when I had finished the audience began hissing the first two speakers all over again!"

REAL HEAD TROUBLE

"How's your wife, Blinks?" asked Jinks.

"Her head troubles her a good deal," confessed Blinks.

"Neuralgia?" queried Jinks.
"No," answered Blinks sadly.
"She wants a new hat."

There is no bargain counter in the brain market.

FIRST AND LAST

Jones: As in everything else, you women expect to have the last word in politics.

Miss Smith: We intend to have all of them before very

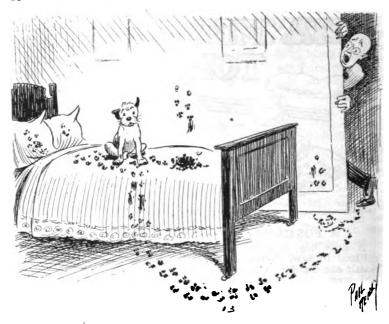
long.

UNLUCKY 13

The Convict: I ain't never had a chance. No matter where I go or wot I work at, my unlucky number bobs up and gets me.

Sympathetic Woman: What do you mean? What's your unlucky number?

"Thirteen, lady. Twelve jurymen an' a judge."



Drawn for Good Hardware by Paul Reilly

The day Dad painted the kitchen floor

LOGICAL

"Did you see the boss?"
"No, but I saw a feller that's tendin' office for him."

"How did you know it wasn't

the boss?"

"Because no real boss would take a chance on bein' as fresh as that guy was."

NATURAL DEATH

Lawyer: A while ago you said your husband died a natural death, and now you say he was run over by an automobile.

The Widow: Well, isn't that a natural death now a days?

OBSERVATIONS

The old man had taken his son into partnership after he finished college. One day an order came in from a customer. "I wish to goodness," exclaimed the son, "that Gibson would learn to spell."

"What's the matter with it?"

inquired the father, cheerfully.
"Why, he spells knife with an
'n.'"

"No-does he? I never no-

ticed it."

"Of course you never did," said the son, pettishly. "You never notice anything like that."

"Perhaps not, my son," replied the old man, gently; "but there is one thing I do notice, which you will learn by and by, and that is that Gibson pays cash."

PIG IRON

Maud: What's wrong with the car? It squeaks dreadfully.

Jimmie: Can't be helped; there's pig iron in the axles.

LONG AND SHORT

Young Man: Do you believe in long engagements, sir? Old Man: Certainly, my young

Old Man: Certainly, my young friend. The longer the engagement, the shorter the marriage.

TACT

Weary Guest: Thank Heaven, that's over! I've just danced with the hostess. Have you gone through with it?

Sad-Faced Man: I don't need

to-I'm the host!

USEFUL

Diner: Waiter, this knife is and the steak is like leather.

Waiter: Yessir; do nicely for stropping the knife on, sir.

CHEAPER

Wife: I really must have some new clothes. I'm sure the entire neighborhood knows my wardrobe by heart,

Hub: But it would be cheaper to move to a new neighborhood.

wouldn't it?

Keep an eye on the job ahead, but keep the other eye and both hands on the job you have.

MARRIED IT

Jones: What did you do with that old typewriter of yours? Brown: Oh, I married her.

THE GROUCH

Throughout his life he had been an inveterate grouch. Eventually he came to a bad end. He was sentenced to be hanged.

As he walked toward the scaf-

fold he still complained.
"Rotten prison, this," he remarked. "No civility, bad grub, bath water never hot-

He mounted the scaffold, and stamping on the board which a few moments later was to open and drop him to eternity, he muttered:

"And even this thing doesn't seem any too safe, either!"

NICKEL CHASERS

A man who had just opened a store in a strange town asked one of his early customers about the purchasing power of the citizens. "Now, there's Deacon Brown," he said. "He has the

reputation of being wealthy. Would he be likely to spend much money here?"

"Wa'al," drawled the native re-flectively, "I wouldn't exactly say that he'd go to hell for a nickel, but he'd fish around for

one till he fell in.'

A profit is without honor unless it is decently large.

HALF AND HALF

"At times," said the girl, "you seem to be manly enough, and then at other times you're absurdly effeminate. Why on earth is it?"
"Er—ah—heredity," he an-

swered.

"Heredity?"

"Yes. You see, half my ancestors were men and the other half women.

A CHANGE

"I don't understand why you need stronger hinges for your front gate," said the conscientious proprietor of the Customer-Is-Always-Right hardware store. "Those hinges I sold you last year were extra heavy.

"But last year the conditions were different," explained Job "Last year three hun-Dubelier. dred and fifty-odd pounds were not swinging on the gate every evening. Last year young Tom Betchler wasn't courting my

daughter."



OUR OWN INVENTIONS Soup gun for gentlemen with whiskers

Digitized by GOOGIC

How a town made a million dollars stay at home

(CONTINUED FROM PAGE 16)

Each retailer who was interested helped boost the campaign in his newspaper and direct-bymail advertising. Fridays, for example, each merchant devoted part of his newspaper space to telling about the coupons and the "Trade at Home" Compaign. Some of the stores sent out special letters to people on their mailing lists and gave full details of the campaign, showing the customer the advantages to be gained by shopping at home. Every store participating in the campaign had, in its window, a large sign which read, "We give Gift Coupons. Ask for them."

An unusual development of the campaign was the use of the coupons as a means of making slow-pay customers settle their old bills. Retailers wrote to their slow customers and offered them Gift Coupons as an inducement to settle up back accounts. A surprisingly large number of these almost hopeless accounts were settled as a result of this idea.

In the campaign planned for the Fall of 1923, however, the use of gift coupons for old accounts will not be permitted. The Committee feared that too many customers of all stores would let their bills slide for as long as possible during the year and then pay during the campaign in order to get extra coupons. This would, of course, tie up too much money for the various retailers and would, therefore be inadvisable. For the coming campaign, therefore, it will be permissable to give coupons only for cash purchases made during the three months of the drive.

So successful was the 1922 campaign that plans have already been formulated for the second campaign, to take place in the Fall of this year. A permanent committee has started work and has already announced October 1st as the opening date. This committee, incidentally, is also answering questions sent in by merchants' committees of other towns which have heard of the campaign's success and which wish to make similar drives in their own towns.

Display room for gifts

All the gifts were shown in a special display room donated for the purpose by a local real estate man. During the first 80 days that the room was open, 110,898 persons visited it. This was by actual count and, as the population of East St. Louis is only about 90,000, the popularity of the campaign and of the display room is evident. On Saturday, December 16th. were 10.322 visitors. The majority of them came in groups; in many cases whole families came in together to look over the prizes. There were objects to attract the eve of every age. from the toys for children to the house furnishings for mother and the real estate for father.

The display room, in the heart of the city, contained 30,000 square feet of floor space. It

(as open daily from 9 A.M. to P.M. and to 11 P.M. on Saturlays, during the campaign.

addition to the prizes a parrel for depositing the coupon stubs was kept in this display oom. When a purchase was nade and a coupon given, the purchaser wrote his name and address on one-half of it, which ne deposited in the barrel. He kept the other half as his proof of ownership of a chance in the The fact that this barrel was kept in the display room made it necessary for all contestants to visit it which made it certain that almost everyone in town would see the prizes and be impelled to try for them.

The popularity of the display room was so great that manufacturers began donating additional prizes for the advertising value that it gave them. For example, when a gas range manufacturer donated a range, he was given credit and a sign over the range announced that the same make was on sale at the Illinois Hardware Co.

The drawing of the numbers for the winners was conducted in the City Hall Auditorium and the Mayor of East St. Louis drew the first stub. Cansules identifying the names of the prizes were placed in a huge glass bowl. As a capsule was withdrawn, one of the stubs was withdrawn from the barrel into which the various contestants had placed them, and the name on the stub was the name of the winner of the prize named in the capsule.

Winners were required to

produce their tickets, the numbers of which corresponded with the numbers on the stubs, before they were permitted to claim their gifts. When tickets were lost the claimants had to be identified by three citizens.

Keeps record of plow and stove sales

Whenever Mr. J. H. Bullock, a dealer in Florida. sells a plow of any make, or a stove, he registers the customer's name, and the name and number of the plow. He often has calls for plow parts, the owner of the plow having forgotten the number.

Then he goes to his plow register, turns to Mr. J. Jones, and finds that Mr. Jones has number 1459 A-Brand.

Here is a typical instance:

A customer came in and said, "I want a grate for the stove I bought from you four years ago." The dealer asked what make stove it was. "Oh, a number 8; I got it from you. Don't you remember, I paid you \$52 for it about four years ago?" Since most customers expect the hardware dealers to remember everything they sell, he answered that he recalled it. But he went to his stove register, and found the record of the stove.

He has been keeping this register five years and finds that it makes satisfied customers,

What do hardware dealers think of the decimal system? See page 7.

How we built a hardware store out of a junk shop

(CONTINUED FROM PAGE 34)

by most people as Mike and Jerry.

Our plan was to specialize in metals, but as we had no idea as to what we should pay, or what we should sell our stuff for, we didn't attempt to do any business until after I had scouted around and discovered a bulletin which furnished daily market prices on all metals. We subscribed to the bulletin and set out for business.

We watched for a market

We knew that every factory and office building accumulates old metal from time to time and on these we concentrated, paying for the stuff according to the prices listed in the bulletin. Twice a week we hired a horse and wagon to go around and collect our purchases.

When we had been in business a month we got a tip that there were seven thousand pounds of old metal at the Bush Terminal. We put in a bid for it, which was accepted, but on condition that we would cart the stuff away at our own expense. we hired a horse and truck and did our own loading. When we started, Mike and I hadn't any old clothes suitable for the junk business and had to work in our best suits, but when we finished with that job we were perfectly outfitted as junkmen. From the time we left Bush Terminal until we reached the smelter up in Harlem it rained, vet we made the trip on top of the junk.

The first handicap we had to

overcome was distance—the five miles between our shop downtown and the smelter in Harlem. As our business increased we were compelled to make several trips weekly to the smelter, and to save time and money we rented half of a one-story frame building, which had been converted into a store and divided in two. We were confident we could do as well in Harlem as we had done downtown.

In the new section, however, we had to shift our attention to plumbers and superintendents of apartment houses, because of the scarcity of factories in that district. Not far from the shop was a mission house, where men, in return for chopping a certain amount of wood, were staked to food and lodging. The mission owned a dilapidated-looking horse and wagon which it employed to collect donations of wood and clothing, and whenever the outfit was not in service we hired it for a dollar a day to get the material I bought.

Divided the work

I looked after the outside end of the business, while Mike took care of the shop and cut, assorted and melted the metal. Toiling in the boiling sun in the backyard near a red hot furnace wasn't easy, and to keep from drying up, Mike used to drink about fifty glasses of water every day. We worked from seven in the morning until the same hour in the evening, and when I wasn't buying or collecting junk I was carting the melted stuff to the smelter.

One afternoon when I re-

turned from a trip I was surprised to see several pieces of pewter in the window at the front of the shop.

"I bought them from a woman," Mike replied to my query, "and I didn't see the sense of chucking them in with the junk. You know, Jerry, there's some good use for every article manufactured, even after the original purchaser has tired of it. The pewter pieces were made to serve a purpose, and just because the woman who sold them to me has no further use for them doesn't mean that some one else won't be glad to get them. Sooner or later some one will come along who'll be glad to pay us twice what we can get for them as junk."

Mike proved to be a good prophet, for in less than a week the pewter pieces brought three times as much as we would have received for them as junk. While the sale in itself meant little, yet it opened our eyes to a new angle, and from then on we never consigned useful articles to the junk pile.

Used his imagination

Perhaps the average person in Mike's position would have gone on day after day sweating and cussing, cutting, assorting, and melting metal without exercising his imagination. To him everything would have been junk. But Mike didn't see things in that light. He was forever hunting new ideas for using old articles, and when he chanced to see some bars of lead in a plumber's shop one day he went right into the shop and asked the

man where he bought them.

"I buy them from a smelter," the man answered. "He gets his lead from junkmen, turns it into bars, and then sells it to plumbers and others for about two cents more a pound than he pays the junkmen."

On the way back to the shop Mike purchased a mold, and when I got back he was already turning out bars of lead. That ended our selling lead to the smelter. I called on plumbers and hardware dealers and had no difficulty in finding buyers for all the bar lead Mike produced.

Bought like mad-men

We stuck to Mike's theory and bought practically everything offered us in the way of metal, motors, parts of machinery and many articles that would come under general hardware. Before long the window, shelves, and several tables were loaded to the limit. Then we began nailing things to the wall.

One day while I was out a woman called at the shop and asked Mike if he bought tools.

"I had a boarder, a plumber, who died," the woman explained, "and he left a lot of fine tools."

Until then no one had ever offered us tools, and Mike had no idea of their value, but he accompanied the woman to her home, looked at the tools, and offered her two dollars. She let out a howl and ordered him from the apartment. As he reached the door she called him back and asked what he would give for some old metal. Mike bid fifty cents and got it. In the morning

her husband came to the shop.

"I understand you offered my wife two dollars for some tools," he said. "Well, if you're still willing to take them just go back and give her the two dollars. I told her that if she didn't get rid of them by tonight I'd fire them out."

Mike got the tools and put them in the window. A week later they were gone, having brought five times what their value as junk would have been. That deal prompted us to place a sign in the window announcing that we bought and sold old The response was remarkable and we soon built up quite a trade. All this occurred before prohibition, when it was customary for mechanics sacrifice one or more tools on a Monday morning for the price of a few rounds of drinks, or to obtain money for food. In time we got the reputation for carrying practically everything under the sun in the way of metal, tools, motors, parts of machines, and general hardware.

Mechanics dropped in

The stuff, however, didn't remain with us long. Mechanics dropped in every day looking for screws, bolts, parts of machines, tools and other things. learned that mechanics usually preferred old good tools to new ones, and as we were able to give them what they wanted for less than they would have had to pay elsewhere, we had a ready market for all the tools we Even the students at bought. Columbia University, which was nearby, became intensely interested in our shop, and scarcely a day passed that we didn't have from ten to twenty students in the place looking for tools, screws and parts of different machines. Mechanics and students used to say:

"When you can't find what you want elsewhere, try Weil Brothers."

Alfred Hoehn, one of the Columbia students, became so interested in the shop that he kept asking us for a job until we finally put him to work. Today Hoehn is the store manager and is just as keen for our new business as he was for the old.

A run on sinkers

As I said before, Mike always kept his eyes peeled for new ideas, so it was only natural for him to look twice at a mold for making fishing sinkers which he found among some old lead. Instead of tossing it into the junk pile. Mike made some sinkers and put them in the window. The first batch sold within a few days and Mike made more. These went in a hurry too. during the next few days I called on stores which handled sinkers and obtained enough orders to warrant our buying five more molds. Meantime our bar-lead trade had increased.

Our next new move was to put in a hundred dollars worth of new tools, which sold almost as fast as the old stuff.

We had started out as junkmen, and, by taking advantage of every opportunity, as well as by cheerfully giving good service, we had built up, unconsciously, a profitable supply business. In fact, our hardware trade had forged so far ahead of the junk line that we decided to quite the latter and devote all our time to the supply end.

Prior to this decision we had rented the other half of the store, but we knew the store wouldn't meet the demands of our new business, and as we had cleared twenty thousand dollars the last year we were in the junk business we felt we could afford something better. Mike, you see, was right again; there is money in the junk business if it's run right. And yet, the man who bought the shop and its good will from us for five hundred dollars was unable to make a living from it and went out of business at the end of the first vear.

A short distance from the shop was a vacant lot, the owner of which was willing to build a store for any tenant ready to take a lease. We signed a five-year lease, agreeing to pay \$1,500 the first year, \$1,800 the second, and \$2,400 for the next three years. We did a rushing business from the start and at the end of the third year purchased the property for \$38,000. Since then we have added another story.

A complete line now

While our supply of tools, paints, and hardware isn't the largest in the country, yet it is as complete as almost any you will find, and there isn't anything you might ask for that we can't hand you on demand, or deliver within twenty-four hours. To accomplish this we keep Mr.

Hoehn traveling around the city in an auto every day, picking up emergency orders. At half-hour intervals he telephones in to find out if anybody has asked for something we happen to be short of. So far we haven't fallen down.

As a result of this people have complete confidence in us. They know that when they come to us they won't leave disappointed. And every customer knows he's sure of real service—whether he spends a nickel or a thousand dollars.

Every clerk a specialist

Every salesman we have is a specialist in some one line. They all know how to give service and information to customers without giving offense—by seeming to be trying to force a sale. Each salesman keeps track of calls he gets for things we don't keep in stock, and if we receive four or five requests within a certain length of time we put that particular article in stock.

We never break a promise, and never refuse to deliver orders, large or small, within twenty-five miles of the store. We keep two auto trucks for these deliveries. We don't believe in letting customers stand around waiting. Every customer is spotted the moment he enters the store and some one looks after him.

New customers are amazed at our willingness to deliver orders. Once we take an order for delivery we never allow it to remain undelivered longer than twenty-four hours and it usually goes out within a few hours.

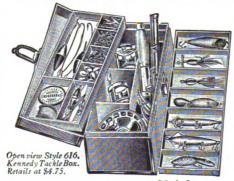




Carpenters Chest, Style 31A, open view. Retails at \$11.00. Ask for Kennedys

There is a big profit for the dealer who can supply Kennedys to the men in his neighborhood who use tools

The artisan's tools are his pride. They must be kept intact—they must be kept safe. That is the reason why you need only show Kennedy Carpenters' Tool Chests and Shoulder Cases to the men in your neighborhood in order to sell them. Put a display in your window, and these men are sure to come in and examine them. Then you can show them the strong steel construction, the tough three-ply veneer lining and the durable leather-brown finish. It is the kind of a tool chest or shoulder case they will choose. Light, yet very strong. Attractive and durable; smooth carrying surface; reinforced corners and ends; strong side-catches; Corbin multiple-change locks. They are ideal for their purpose.



Other Kennedys for Other Needs

No matter what the carrying need there is a Kennedy made just for that need. And all are of Standard Kennedy Construction throughout. Write your jobber today for samples at a generous discount for you.

Made by

Kennedy Manufacturing Company 201 Tyler St., Van Wert, Ohio Recently a man came into the store, and, after buying several small articles, asked me if we delivered goods.

"With pleasure," I told him.

"Orders like this to Jersey?"
"Sure; anything from a nickel
up, to any point within twentyfive miles of the store. We'll
have the stuff at your home tomorrow morning."

"That's great!" he remarked. "You see, I've been dealing with one of your competitors for years, and every spring I have bought from him the various things I needed for my country home. Usually it amounted to four or five hundred dollars, which he always delivered. Today, however, when I asked him to deliver just what I bought from you, he refused, saying it didn't pay him to make small deliveries to Jersey. So I'm glad I came in here-in the future you'll get all my business."

Advertising to commuters

That incident furnished us with another idea, and now we have a large sign in Jersey near the ferry, which is close to our store. It tells Jersey people that we deliver small and large orders to any point within twenty-five miles of that ferry. Before we erected that sign we made only two Jersey deliveries a week; now we have to make one every day.

Down in the basement we have a pipe-cutting machine which is a big time-saver for plumbers, steam-fitters, and people building their own homes. At reasonable rates we cut pipe according to sketch and all the

mechanics and home builders have to do is put it together. Every day people ask us to send men out on repair jobs, but we never do, as we don't believe in encroaching on the business of people who are our customers. We always send them to men in the particular line in which they want a job done. And I assure you that the mechanics and bosses appreciate this form of co-operation.

Never fell behind

Never once since we went into business—junk or hardware supplies—have we fallen behind. Even during the depression of 1921 we did a bigger business than in any previous year, and when 1922 comes to a close we expect that it will have proved our record year.

During our prosperity, however, we haven't forgotten our employes. They are part of our success. We raise each one's salary as fast as his work warrants it. And we don't forget them at Christmas. You see, we try to treat our employes as we should like them to treat us if conditions were reversed. We make a point of engaging people who will become interested in the business, and so far we have been successful. To date no employe has quit us because he was dissatisfied with his salary or with his working environment.

As I see it, after looking back over the years we have been in business, I believe that we have been successful mainly because we haven't been afraid to work hard and long, because we have

The NZEL STENT POLELESS TENT Without A Ridgepole

The Greatest Convenience that Tent Dealers and Users Have Ever Known

Extensively advertised in leading publications, such as:

Field and Stream
Outers' Recreation
Journal of the Am. Medical Ass'n.

Vacation Manual
Am. Legion Weekly
Am. Automobile Journal

Attractive discounts are allowed to dealers which enables them to make a handsome profit

The Wenzel Poleless Wall Tent comes packed in one bundle, which may be strapped on running board of auto, or checked through as baggage—Tents range in size from 7x7 to 12x14—Stock up at once.

Free posters, imprinted circular matter, cuts, electros and window displays furnished to dealers. Ask your jobber or write direct.



heen prepared to meet any and every demand, because we have breated everyone with courtesy, because we have been of real ervice to our patrons, and because we have been satisfied with fair profits. We had no tricks or secrets, and any reasonably intelligent person could duplicate what we have done.

Our reward has come in the trade and confidence of thousands of people in the various lines we cater to. Having won both, we do not fail to hold them, especially the confidence, for after all, confidence is the backbone of every successful business. Mike and I know it.

Puts business cards near cashier's cage

Most hardware stores keep their business cards in a box fastened to the wall beside the entrance, hoping that by being placed there they will catch the eye of the customer as he leaves. In practice, however, this does not work out as well as the heory would indicate, and an errangement that is much beter is that used by the S. Simons Hardware Company of Boston. The box containing their busiless cards is placed directly beside the opening in the grillwork of the cashier's cage through which the change is The customer cannot but help see the cards as he waits for his change. Since all sustomers must go to the cashr's cage after making a purthase, it is obvious that it's the store's best advertising space.

Dealers vote in favor of the decimal system

(CONTINUED FROM PAGE 11)

Anything that tends to shorten labor and insures accuracy is good business.

GEORGE HOWARD, INC., Mt. Vernon, N.Y.

Always believed decimal system was only cure for all hardware ills. We sell hardware for money, why not use decimal system in packing and eliminate 90 per cent. of errors.

CHARLES A. WEBER, Pittsburgh, Pa.

Thirty-nine years of stumbling along under the time-losing dozen system; feel we have lost at least one year's time by it.

SCARBOROUGH & KLAUP Co., Pittsburgh, Pa.

Avoidance of errors and simplification. Your article tells the story better than I can, though I am no new convert. Have advocated the change for 30 years.

J. E. FARRELL, Hyde Park, Mass.

Because I can get by with the inconvenience of the change. With my grown-up children it's 50-50, and with my grandchildren it's 200 per cent. to the good.

CHAS. H. PARMELEE, Wilmington, Vt.

Push the good work along. We endorse your article in the January issue of Good Hardware.

Stock-Daniel Hdwe. Co.

St. Louis, Mo.

Eventually—why not now?

M. B. PERLMAN,

Jersey City, N.J.

It would help very much in figuring cost of merchandise in a quick way. When pricing article to customer from catalog, a dealer could easily determine cost without making customer wait so long.

Gottschalg Cash Hardware Co.,
Plymouth, Neb.



Increased Our Business Fully 30 per cent

OBERT R. DEAN, a hardware dealer at Alden, Penn., writes, "We are immensely pleased with our American Visible Pump and find it has increased our business fully 30%." Another dealer says, "It is a great producer of business and satisfied customers."

There are two outstanding reasons why the hardware dealer's business is increased by installing the

nericar

It brings motorists to your door for gasoline and gives you the best possible opportunity to sell them other goods.

And the American Visible is the ONE pump motorists PREFER to buy gas from, because it SHOWS QUANTITY and QUALITY of purchase before delivery.

One dealer who operates an American Visible and a "blind" pump, writes, "Your pump sells 75 per cent of the business."

The protected glass container at top of pump shows purchaser EXACT amount of his purchase. He is assured FULL MEASURE and a SQUARE DEAL.

Thousands of American Visibles are in use all over the country. They are INCREASING THE SALES of their users. The American Visible will BRING the trade of motorists TO YOUR DOOR.

Write as for full information, prices and proofs of our claims.

The American Oil Pump & Tank Co.





GASOLINE

PUMP 204-V Inspected and passed by Underwriter's Laboratories and bears the Underwriter's Label



complete.

Is your paint department like any of these?

(CONTINUED FROM PAGE 30)

The salesman and dealer then at down, and doped out a paint thrive. They coached the clerks, lid a little advertising, gave the paint stock a more prominent bosition in the store, trimmed vindows frequently, and the lealer himself got busy and solicited paint business from the owners of property needing paint. In one season this dealer's paint and varnish business iumped from \$800.00 to \$3,000.00.

When the writer interviewed this dealer he said, "It's surprising what a little pep will

rio."

A single line and quick turnover

An old established hardware store in New Jersey had sold paint for years, but did neither a large nor profitable business. Finally, the managers said, "We have to put our paint department on a paying basis."

After careful consideration hey threw out their old line, he manufacturer of which had ailed to progress with the times. In selecting the new line they gave special consideration to (1) the manufacturer's ability of deliver goods quickly; (2) he co-operation offered by the manufacturer.

They carefully selected a compact stock—only eighteen colors of house paint, a half lozen colors of flat wall paint, and so on down through the line, eliminating many specialties. They then took advantage of every promotion and advertising stunt offered.

Immediately their sales increased, as did their profits. They turned their stock several times a year. With a stock simplified to the last degree, this store, the leading one in a community of fifty thousand, is able to serve the trade efficiently, get a rapid turnover and, as a result, make a good profit.

A well-known brand is like an old friend

A small town in Oklahoma is in the midst of a tremendous boom. The population has more than doubled in the past year. Every week brings new families from a dozen different states.

The hardware stores are enjoying mushroom growth, and the race is now on as to which is going to become the leading store.

It so happens that one store handles brands of paint and varnish that are practically unknown. As one watches these newcomer customers buying paint, one notices their constant hesitation in regard to the unknown brands. There is a sort of feeling of doubt, and the clerks have a lot of explaining to do.

Think how much better off this dealer would be if he were handling a widely known paint —one that some of the newcomers had bought back home. There would then be an air of confidence on the part of the

customer—a sort of feeling of kin as he recognizes old friends on the shelves, even though in a strange land.

The fact that most dealers have many customers that constantly come and go, is a very important reason why a dealer will find it to his advantage to handle well-known brands of paint and varnish. Newcomers will like the store best where they recognize the greatest number of old friends on the shelves.

He got a late start, but is doing well

In a certain town in Texas, most of the retail paint business is in the hands of the lumber dealers. The hardware dealers say they don't handle paint because the lumber dealers carry it, and the lumber dealers say that they carry it because the hardware dealers don't. It's much like the chicken and the egg—it's hard to say which came first.

But one of the hardware dealers wasn't satisfied with the situation. He decided to go out after his share of the paint business. He put in a complete line (very wisely sticking to one brand only), gave it a prominent place in his store, and pushed it hard. He has been selling paint only six months, yet his paint department is already one of the most profitable in his store.

This again proves the fact that paint business responds very quickly to a little pushing and no live hardware dealer needs let the local lumber dealer outdo him when it comes to selling paint and varnish.

A fine store that makes a mistake

In Oklahoma is located one of the country's finest hardware stores. The arrangement of the store is superb, and as one enters, there is an atmosphere of class and hardware dignity—perhaps, too much dignity for poor people.

If one inquires for a can of varnish, one is sent to the extreme rear of the store to make the purchase. There, a small space, hidden almost out of sight under a loft, is devoted to the paint department. Only the shelf lines are housed here—a sort of sample stock—and the regular stock is carried in the basement.

This store enjoys a fairly good paint business. It would enjoy more if it would give the paint department a better loca-There are yards and vards of space devoted to slowmovers-by far the most valuable space in the store. There is enough of this space (now devoted to gaming and poker sets) to house the sample paint stock tucked in the rear. Certainly a profitable line like paint and varnish, products bought daily by suggestion would make more money for the owner if it occupied better display space in the store.

SARGENT LOCKS AND HARDWARE

Have you ever thought of selling Planes to Amateur Workshops and Homes?

They comprise a mighty profitable market that will considerably supplement your sales to the building trade.

We are popularizing Sargent Planes in the amateur field through the advertising pages of Popular Mechanics and Popular Science Monthly. These reach the lads who are handy at making things, manual training students and the householder who frequently needs a good, convenient plane.

SARGENT PLANES

Capitalize our efforts. Show your customers how economical Sargent Planes are—how easily operated, sharpened and adjusted. They'll want Sargent Planes. You'll find it a fast selling and profitable line.

Many sizes and styles. Write for descriptive catalogue today.

SARGENT & COMPANY

Manufacturers

NEW HAVEN, CONN.
New York Chicago



SONNEBORN PRODUCTS

Watch Stormtight Grow in 1923

The success of Stormtight was great in 1922. It will be greater in 1923 for these sound reasons.

The advertising will be bigger and stronger than before.

Look for the opening advertisements in the Saturday Evening Post, February 3rd and February 17th followed by other advertisements in the Post, Literary Digest and other magazines and newspapers.



You can <u>now</u> sell Stormtight in <u>colors</u> as well as black—Maroon, Light Red and Green. This means a still larger field and more profits because Stormtight now beautifies as well as leakproofs old and new roofs.

Sell Stormtight and get the new business which will otherwise get away from you.

Use the coupon below. If you already have the Dealer Book, write for a salesman to call and demonstrate what you can do in your section on Stormtight, and how we will help you make a successful start.

L. SONNEBORN SONS, INC.

Dept. 40 116 Fifth Avenue New York

Please send us your Dealer's Booklet

Manufacture course is the transfer of the second se

Young Bill makes new orders grow in old territory

(CONTINUED FROM PAGE 44)
pile of bricks was a sign which
read:

Casey Brothers
Have the
Contract for
Builders' Hardware
On this place.

Bill smiled, got down from the car and strolled towards a group of men who had gathered around a large work chest. The man he selected as foreman was grinding a chisel. "I'm Bill Armstrong," he greeted, "How about tools?"

"Got all the tools we're going to need for a while," grinned the man. "Jim Casey dropped around to my house a few nights ago and said he had the builders' hardware contract here and if anything else was going to be bought the business belonged to him. I hadn't seen your sign then, so I told him to send out a few items I happened to think of."

"You've got a good idea," he added as Bill looked crestfallen. "Talk to some of the men. They all own their own tools, and I don't believe Casey has seen any of them."

"Didn't sell you a new grinder, did he?" asked Bill as he thanked the foreman and turned towards the group of workmen.

"No, what's the matter with this one?"

"It was good five years ago," responded Bill, "but there's a

much better one made now."
"What's it like?" asked the

foreman. Bill described it, explained how it worked, the time it saved, and its variety of uses. The foreman was unconvinced.

"Tell you what," exclaimed Bill. "I'll be back here this noon and I'll put one in the car. Try it yourself."

"O. K." said the foreman.

Bill tried the other men with varying success. Casey had not seen them, and Bill took several small orders, but was obliged to leave in order to reach the store before opening time. He resolved to go back each day, until he had checked over each man's tools against his own list to find out what they lacked, and then to concentrate on selling them.

THAT day he took lunch hour at 11.30 and hurried out with the grinder. The foreman tried it, liked it and bought three "for the job." "You're all right, young feller," he said. "I knew there was something like that on the market, but didn't know they were so good."

When Old Man Armstrong came in from lunch, Bill greeted him with a broad grin. "Three of the new grinders for the Van Austin job," he announced. "and the Boss carpenter asked me to come to his shop tonight so he could look over my list."

"What list?" asked the Old Man.

"My check list of items we carry that these birds don't know they want until they see



Every Car Owner needs one of these

DOVER BULB BOXES

Most motorists have had the experience of their head- or tailights going out when there were no new bulbs handy. This meant driving with "lights out" which is a very dangerous undertaking.

These men will appreciate the advantage of always carrying a Dover Bulb Box along with them.

And every day adds to the number of car owners—prospective buyers of the Dover Bulb Boxes.

Keep them well displayed

Keep Dover Bulb Boxes in view of your customers. These five extra bulbs in a handy enamelled-steel box are sure to catch their eyes—and make them want to buy.

Order a case containing 12 cartons, each with an attractive five-color display card. Put them on your counter and in a short time you will have to order more to replace them.

ORDER DIRECT If your jobber cannot supply you

DOVER STAMPING and MFG. COMPANY 381 PUTNAM AVE.

CAMBRIDGE 39 MASS

ANTAGAKALI MARTINI MESTARAH BERMERAKAN MENDAKSAN MENDAKAN MENDAKAN MENDAKAN MENDAKAN MENDAKAN MENDAKAN MENDAKAN

it," answered Bill simply.

"Let's look at this mysterious list," said the elder Armstrong. taking Bill's notebook. And then, "Here, Campbell," he called out to his partner. "This is a real idea."

He turned back to Bill, as Campbell looked over the note-book. "Bill," he said. "the firm'll give you \$25 net on your tuition account if you'll let us have these lists put on display cards for use inside the store."

"The list is yours, Dad, if you don't edge in on my Van Austin proposition."

"Of course not," promised Old Man Armstrong.

A week later, with this additional twenty-five, Bill's score stood at more than eighty dollars, with six weeks to go. The boss carpenter was his friend and Bill helped him spend his money for a number of things his shop seemed to need. In three more weeks the foreman and his men had bought enough to bring Bill's fund up to an even hundred.

THE carpenters were now nearly through, "But I still have the plasterers and painters," thought Bill. "Not much use for us in those lines, though," he pondered, as he made up his two remaining lists. "Got to think up some new idea."

A few mornings later Bill stood in the big room which the Van Austins would soon use as a dining-hall. He figured out where they would put the table.

At the head would sit the gruff Colonel, flourishing a carving knife— He stopped suddenly in his thoughts.

"Carving knives," he said aloud. "We sell 'em. Complete sets. There's the beginning of the last fifty!" And he bounced the little Ford back to the office, without even bidding farewell to the carpenters.

As Bill had anticipated, the firm's profits on his few orders from the plasterers and painters netted him but slightly over three dollars, but meanwhile the big idea was ready.

BILL made elaborate preparations. He got a large card which he framed under glass. With great care he had laid out the announcement which was to appear on it, his final play for Van Austin business. It read:

"Welcome! Col. Van Austin and family! Everybody in Eagletown is proud of this house. It was planned right and built right. The workmen have done a good job, take it from one who has watched them.

"Now, then, with all the money that has been spent to build this house up-to-date, how much is it worth spending to keep it up-to-date?

"For instance, a new Vacuum Cleaner, Floor Mop and Polish Outfit, Complete Tool Kit, Refrigerator, Kitchen Cabinet, Rubber Tips for Chairs, Weather Strips, Screens, Lawn Mower, Ash and Garbage Cans."

And at the end of this list of items he had put the following: "Young Bill Armstrong would like to call and take orders for

items on this list for immediate delivery. Address, care of Armstrong & Campbell, Eagletown's Leading Hardware and Housefurnishing Store."

The card in its frame, Bill made his final trip to Cherry Hill. The boss carpenter was there, leisurely fitting shelves.

"When do they move in?" asked Bill.

"In a day or so," replied his friend. "Colonel's due here soon."

"He is?" exclaimed Bill, and then quickly, "Say, do you mind if I put up this sign in the dining-room?"

The foreman read it. "Gosh, no!" he said,

That afternoon Bill spent at the Eagletown freight office straightening out a tangle over a shipment of fencing for the firm. When he returned Old Man Armstrong hailed him.

"You put it over, Bill," he called out. "Here's the check for your tuition, with nine dollars to spare." And then in answer to Bill's inquiring look. "The Colonel was in. Said you were a smart young chap. He bought a lot of things for the new house."

Old Man Armstrong reached for a large card which lay on his desk. It was the card Bill had made and hung in the Van Austin house. Attached to it was a filled order form. He saw instantly that the order tallied with the card.

"The Colonel said he wanted you to get the credit for the whole order," drawled Old Man Armstrong whimsically. "He said it didn't belong to us. It belonged to you."



Get Ready for The "Brighten Up" Season

Freshen your shelves with a new stock of *I. C. U. Metal Polish*. It sells wherever there's metal to be polished.

When your customer becomes acquainted with one I. C. U. product he's already half sold on the others. Satisfy him early in the season and you're assured of his trade right through.

Send for Sample Can

and the I. C. U. "family album" showing twenty-four of the fastest money makers in the game. The sample will convince you.

THE LIVINGSTON CO.

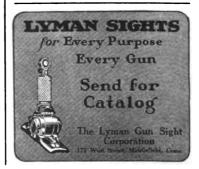
Div. G New Haven, Conn.



Compares mail order prices with his own

The Aid Hardware Company, of West Plains, Mo., has found that it can compete with Mail Order Houses on their own ground, on the basis of price. C. T. Aid, president of the company, recently sent out a leaflet in which he showed by a comparison of the prices of more than fifty articles, that low prices were not a monopoly of the mail order houses. In almost every instance, and his list covered a wide variety of goods, his prices were lower. In several cases his prices were slightly higher, but he included these items in his list despite that.

Following the list was this "There statement: are more articles that we could make comparisons of that would be favorable to us and they have few that we could not furnish at their prices. . . . They brag about their new improved service shipping orders in 48 hours. Why, we can serve you about as 'quick as a cat can wink her How is that for Aid Hardware Service?"





THIS is going to be a big year for Nesco Dealers. A huge, nation-wide publicity campaign will create an insistent demand for Nesco Products. The first Nesco Perfect advertisement appears in the January 20th issue of the "Saturday Evening Post." The first Royal Granite Ware advertisement will be seen in the leading woman's publications in February. From then on, Nesco Messages will appear monthly in the following publications:

Saturday Esening Post Good Housekeeping Ladies' Home Journal Progressise Farmer People's Popular Monthly Holland's Magazine Farm Journal Woman's Home Companion

Modern Priscilla Farmer's Wife Successful Farming

Reaching 1 Out of 3 Housewives in Every Part of the United States

The above magazines were selected after a careful analysis of their circulation showed that a coverage of the entire U.S. was obtained—a coverage so complete and thorough that 1 out of 3 housewives in every state, county, city and town in the country would be reached. Do you sense a sales opportunity from that information? Get in at

the start of this campaign. Be ready to cash in on the business it will create for you. Ask your jobber about the Co-operation Assortment of Nesco Royal Granite Enameled Ware—a set of salesble pieces. Also have a Nesco Perfect displayed in your store and you will record many profitable sales.

National Enameling & Stamping Co., Inc.

St. Louis Baltimore

Granite City, Ili. Chicado New York Milwaukee

New York Milwaukee New Orleans Philadelphia

Inside selling versus outside selling

Wallace's hardware store was as well-appointed and equipped as any similar store on Main Street; yet, the old man and his son were sorely puzzled over the success of McCreery's store on a side street. There was reason for this puzzlement, too, for McCreery had but one small window and Wallace was blessed with two big windows.

Hence, their amazement at the success of McCreery's despite his lack of space. It took them a year or more before they were tipped off to what was lacking. A Mr. Cotter, a friend who was manager of a big millinery house nearby, dropped in to buy a hammer, some nails and a pair of pliers. During the transaction he got into a heated conversation with the younger Wallace.

Suggest more items

"I'll tell you what makes McCreery's success," said the millinery man. "It's just this: You depend only on your exhibition to sell your stuff. Inside here you don't try to push sales. You never ask a man if he wants anything else. That's more than a passing mistake: people soon forget such a place. Take my store, for instance; do you think a woman ever comes in there to buy without being thoroughly sounded as to her wants along other lines than the one she mentions? If she wants to buy a four-dollar hat, don't you think she's invited to look at an eight dollar one too?

"Look here: I came in here to buy these things you've just tied up for me. Now you are letting me go out of here without making one suggestion. Why in thunder didn't you ask me if I wanted to buy an ice pick or an ax or something?"

The young fellow answered: "Why I knew you just wanted to fix some shelf or counter up at the store; it's not likely you want to carry an ice pick along."

Tell them what to buy

"Hell's bells!" exclaimed Cotter, "don't you think I've got a house? Don't you think I've got a garden? Don't you think I've got a car, a wife and two boys?

"Let me tell you something, young fellow. I was up to McCreery's a few weeks ago. One of the men who was there ahead of me was trying to pick out an ordinary kitchen knife. I could see McCreery analyzing that man's motives: he was waiting for an opening and finally it came. The man had selected a knife and was asking about its edge.

"'What do you want to use it for?' inquired McCreery.

"'Just to cut up some beef for broth.'

"'What's the matter with your meat chopper?' he asked.

"The man said that they had never used one.

"When that man left the store he was convinced that a meat chopper was one of the world's greatest inventions. He bought the knife, mind you, but he had the meat chopper under his arm, too, when he left the store."



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It costs less to reach 45,000 hardware dealers for 6 months

with 2-page color spreads in Good Hardware than just once with a multigraphed letter

Manufacturers of hardware products recognize the importance of keeping the hardware dealer constantly interested in those products. But comparatively little has been done in keeping in direct touch with these retailers because the cost of reaching all the hardware dealers, with a multigraphed letter, for example, is almost prohibitive.

Suppose a manufacturer were able to get an upto-date list of 45,000 hardware retailers and send each one of them a multigraphed letter about his product, the cost would be about \$2,883.45.

But, in that case, he would not be spending his money to the best advantage because, for considerably less than that amount, he could buy SIX double-page color spreads in Good Hardware that would reach a carefully selected list of 45,000 hardware dealers in the United States, not merely once, as with a multigraphed letter, but once a month for SIX MONTHS.





If you have a message for all the hardware dealers, Good Hardware offers the most economical method of bringing it to their attention.

Let the figures below convince you:

Cost of 45,000 Multigraphed Letters

Names at \$4.00 per thousand	\$180 00
Multigraphing .	110.00
Filling in names and addresses	525.00
Signature (Plate)	323.00
Addressing envelopes	108.45
Folding putting on the	
Folding, putting on stamps, etc.	250.00
45,000 stamps at 2c	900.00
Letterheads	205.00
Envelopes	205.00

Total cost of 45,000 multigraphed letters \$2,883.45

Cost of SIX double page color spreads in GOOD HARDWARE, \$2,520.00

We are always glad to tell you—briefly or fully, just as you prefer—about this great force in the hardware field—Good Hardware.

TRADE DIVISION THE BUTTERICK PUBLISHING COMPANY 912 Broadway, New York

Good Hardware

The Handbook of the Hardware Trade

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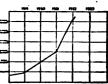
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Sales doubled in a single year!

Here's how it was done

In 1922 dealers throughout the country doubled their business on Barreled Sunlight! What did it?

Two things. First, dealers have found in Barreled Sunlight a specialty that they can push for quantity sales—a paint that is smooth and washable as tile, yet that can be sold for less than the price of enamel.

Second, an advertising campaign that reached every class of paint buyer from coast to coast told about this unique paint and brought new customers and added business.

1923—a bigger sales push!

This month in the Saturday Evening Post will begin a series of full page advertisements that will sell Barreled Sunlight to everyone who

buys paint or enamel for interior use.

In addition, advertising campaigns in seventeen other magazines will tell the Barreled Sunlight story to thousands more people—including the buyers in practically every branch of industry.

Are you getting your share of Barreled Sunlight business? For complete information and sales proposition, write direct to us or to our nearest distributor.

U.S. GUTTA PERCHA PAINT CO. Factory and Main Offices

45 DUDLEY ST., PROVIDENCE, R. L. New York—350 Madison Ave. Chicago—659 Washington Blvd.

San Francisco—38 O'Farrell Street

And 100 other distributing points
in U.S.A.

Barreled



Sunlight

THE RICE PROCESS WHITE

Two thousand dealers vote on the decimal system

MORE THAN 1,900 OF THESE ARE READY TO ADOPT THE NEW AND SIMPLER METHOD. GOOD HARDWARE PRAISED FOR ITS STAND

Vote today!

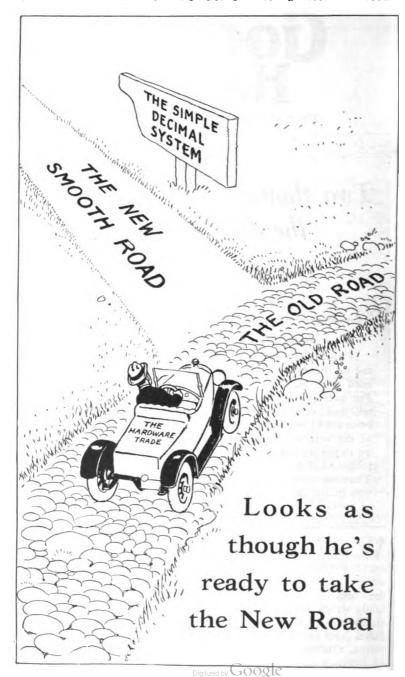
If you have not yet voted on the decimal system, mail your ballot at once. For your convenience, you will find in this magazine a postcard ballot. The results of the vote will be passed on to the leading hardware jobbers and manufacturers. They are interested in what you think. Mail the ballot at once.

HEN GOOD HARDWARE put the question to the hardware trade, "Are we ready for the decimal system?" it certainly struck a responsive chord. Hardware dealers in every State, and two or three territories, expressed themselves in its favor in no uncertain terms.

The dealers did not answer with a mere "yes" or "no," but they gave their reasons-solid, sound, intelligent reasons-thus indicating that hardware dealers are keenly interested in anything that tends to remove some of the evils of the business. Another significant thing is that all classes of dealers are interested in this problem. On studying the ballots, we find listed not only large city hardware stores, but hundreds of sturdy merchants in rural America down to the small neighborhood and crossroads store.

Notwithstanding the fact that the decimal system ballot was placed in but one issue of Good Hardware, nearly two thousand dealers expressed their preference, indicating a vital interest in the decimal system. Ballots are still coming in. Here is a summary revised up

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to the moment of going to press: NUMBER OF BALLOTS FROM DEALERS 1956 DEALERS FAVORING DECIMAL SYSTEM 1908 OPPOSING DEALERS MAL SYSTEM NO CHOICE

March, 1923

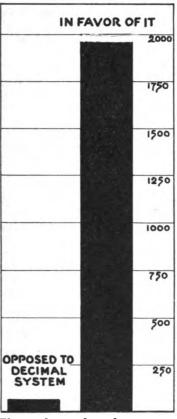
This overwhelming vote in favor of the adoption of the decimal system, at least as far the dealer is concerned. seems to answer the question put to the hardware trade, "Are we ready for the decimal system?"

Why dealers want it

Space prohibits our giving in detail the many interesting comments received from dealers. Some had so much to say on this subject that they wrote a letter accompanying their vote. We give you below a summary of the reasons dealers favor or oppose the decimal system:

SIMPLICITY: More dealers favor the decimal system because of its simplicity than for any other reason. "Let's get away from the old-fashioned. clumsy dozen-gross system," they say. "This is the day of doing things easily," the "day of efficiency in all lines of merchandising is at hand," so "why not throw off the shackles of the past?" They see no use in endless figuring, of constant dividing by 12 and 144 in figuring invoices, when goods could just as well be invoiced in terms of each, tens and hun-Then, only a mental operation is necessary—move the decimal point. It is far easier to divide a figure like \$76.55 by 10 or 100 than by 12 or 144.

SAVES TIME: Another big item with dealers is the time the



These columns show the comparative vote of dealers. Short one represents those opposed to decimal system. Tall one those who favor it

decimal system saves. A lot of time is now spent in marking up goods, figuring invoices, etc., and in doing pencil work. The decimal system, they say, will eliminate a lot of it. The busy merchant. apparently, favors anything that saves him time

and eliminates the drudgery in the hardware business.

SAVES ERROR: Hundreds favor the decimal system because it will tend to eliminate errors. One dealer put it this way: "The decimal system substitutes head work for pencil wirk, and cuts out the errors. When you cut out a lot of unnecessary figuring, you eliminate the possibility or cause of a lot of error." A dealer from New York expresses the sentiment of hundreds in the following: "Less work, much simpler. easier for all, and less liable to make mistakes."

SAVES MONEY: This point, of course, follows as the result of the above. Time is money to the merchant. Through the decimal system, dealers can cut out a lot of petty drudgery, error and waste of time. That leaves more time for them to sell hardware, display goods and collect bills.

Eventually—why not now?

HARMONIZES WITH MONEY: Merchants were quick to get this point. Scores of them argued, "we pay for hardware in terms of dollars, dimes and cents (decimal system) then why not buy and handle it in the same terms. Why this continual waste of time and bother of translating from one denomination to another?"

GENERAL: Many other interesting and varied comments were made by dealers favoring the decimal system. Here are a few of them: "Cuts down

overhead." "Reduces cost accounting." "Easier to understand." "1/10 is easier figuring than 1/12." "It is coming sooner or later, so why not sooner?" "It will be one more step in efficient stores." "Meets present day needs." "Substitutes head work for pencil work." "Good horse sense." "All should adopt it."

Alaska has her say

From far off Alaska, we hear the following: "We are in favor of the decimal system because of its simplicity." "It surely simplifies costs and figures in the hardware business." "The banking system is the decimal system."

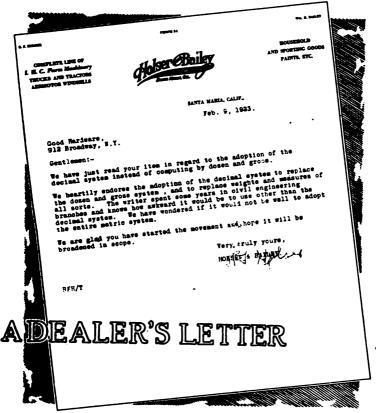
INTEREST: Many dealers have evidently longed for an opportunity of expressing themselves on the decimal system, and have not failed to add their sentiment and a word of encouragement such as, "keep up the good work," "good stuff," "we are with you," "more power to you," "you have our support," "by all means, let's push this decimal system," "keep it going," and "we are glad you started the movement."

YOU CAN STILL VOTE: The voting on the decimal system has not yet closed. For those who have not yet voted, we are enclosing, as a convenience, a ballot in this issue. Mail your card at once, whatever your preference may be. Your vote will be passed on to the leading jobbers and manufacturers who are interested in knowing what you think about

changing to the decimal system.

So much for the reasons merchants advance in favor of the decimal system. Now let us consider the reasons why some are opposed to it. but 9, 16 or 25 is, in that respect, an even more economical unit in many cases than 12.

While reference to the decimal system commonly infers packing in units of 10 or 100,



Many dealers wrote us letters besides sending in ballots

It has been said by some that 12 and 144 are more economical packing units than 10 or 100. Mathematics teaches that the more nearly the square or the cube is approached, the more nearly we approach maximum efficiency in packing. Twelve, then, is a better unit than 10,

yet where efficiency demands, goods could still be packed in units of 12 but invoiced, priced and billed by the decimal system. Many of the advantages of the decimal system will still be gained. In fact, the adoption of the decimal system

(CONTINUED ON PAGE 62)
Digitized by

Left-over fence wire finds new use

"I wish you would make a trellis for those roses," announced the young hardware clerk's wife as he left for work one morning.

"All right," he said, "I'll stop in at the lumber yard and have them send out some lumber and

make it tonight."

At the lumber yard, he found that it would cost him over two dollars for enough lumber for a trellis so he decided to look about for another kind of material.

"Say Bill," said the proprietor, as the young clerk started his morning work at the store, "there are a number of short pieces of woven wire and ornamental wire fabric in the basement. They have been there for years and I wish you could think up some way to get rid of them."

Bill went down and looked at the accumulation of small odds and ends of wire fencing and at noon he took a small roll of wire home and placed it against the porch for a trellis.

The idea spreads

"Oh, how beautiful Bill," exclaimed his wife. "Where did vou ever get the idea?" One of the neighboring ladies happened in and became enthused over the new trellis. "I must have my husband get one-how much did it cost?"

Samples of the wire fabric were placed in the display window of the store and arranged in the form of trellises.

A neat display card accompanied the display and called attention to the economy of a wire trellis. This was supplemented by suggestions from Bill to all customers. As a result, the accumuof small rolls lation dwindled and it became necessary to cut pieces from new rolls in order to satisfy the demand for metal vine frames. lengths of wire are now unknown in this store.

This dealer got his idea from a jeweler

Borrowing a sales idea from a jewelry store doesn't seem possible for a hardware dealer, but a wide-awake merchant of Danbury, Conn., has done it with considerable success. The idea is the use of a strip of green velvet on the glass top of a display case when certain types of merchandise are being shown. For example, when a customer is examining a pair of shears. a pocket knife or almost any other small article, and the examination is made over the glass counter, the goods on display beneath it detract from the buver's attention. In order to eliminate such attention destrovers the jeweler uses the velvet strip and this New England hardware dealer has borrowed that idea. He keeps two or three rectangles of velvet, each 18 x 24 inches in size, on hand and uses them frequently. As a result he gets the full attention of the customer and makes his sales faster and with less effort.

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Are you ready for a big season in seeds and fertilizers?

IN THE NEXT THREE MONTHS A LOT OF MONEY WILL BE SPENT ON SEEDS AND FERTILIZERS. GET YOUR SHARE OF IT

EDITOR, Dear Sir:

We make a specialty of seeds and fertilizers each spring and sum-mer, have a section of our store particularly for this department, and carry almost every kind of garden seed, a large and complete variety. We do considerable advertising to push them. Each year we reserve one of our show windows exclusively for displaying seeds. We try to set up a window display each year as we know the public is watching for our seed windows-something different and attractive each year. Our store handles mostly bulk seeds. The profits in seeds are big.

Respectfully yours, KHOENLE AND WANTZ.

HE merchant who wrote us the above letter knows how to get business, and what is more important, he gets it. He has his whole plan already laid for doing a good seed business this year. In a few weeks he will have a fine display of seeds in his store and an attractive window trim that will draw crowds to his store. He is an early bird, so he gets lots of nice, fat, profit worms every vear.

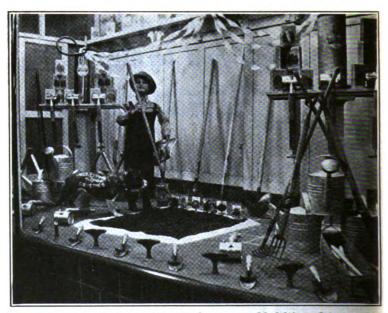
There is no mystery about it, though. The same opportunity is open to every hardware dealer. Whether your store is situated in the country, in a small town, or a big city, there

is almost always a good market for the sale of seeds and fertilizers. We know one hardware store in Connecticut, in a town of only 3,500 people, where onethird of the sales volume in April and May comes from this department alone. That store regards seeds and fertilizers as the backbone of its spring busi-

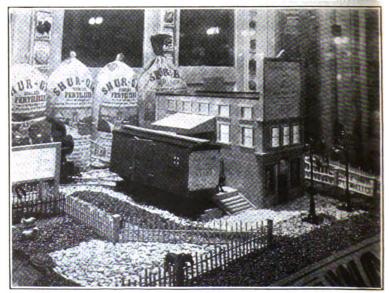
This seed business is like most other lines that are seasonal. The dealer who gets the jump on the other fellows will do the bulk of the selling. There are, however, two things peculiar to



Bulletin board in front of store reminds people to buy seeds early Digitized by GOOGLE



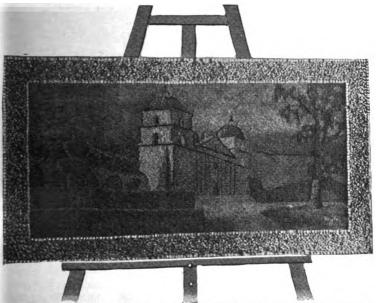
The little patch of grass growing in the center added life and interest to this dealer's seed and tool window



The miniature freight car and railroad yard helps this store to tell its trade that it carries seeds and fertilizer in ample quantities

the line. One is that the hardware dealer must compete not only with other hardware dealers, but with grocers and seedsmen. The other is that, just as with paint and some other items, the live merchant can create a trims. Another way to do it is to have your clerks talk up this line to everyone who comes in the store in the next six weeks.

If your store is situated in a city, you can direct your appeal to people who have lawns or



Seeds of various colors, glued flat on cardboard, made this unusual picture. Seed corn was used as a border

lot of new business in seeds in addition to the normal demand.

It isn't enough to be content with selling the people who come to you for seeds. A lot more can be sold to other people in your town if you can instil in them the idea of planting and growing. The logical way to do this is through educational advertising — telling people what they can plant, how to do it, and the results they will get. This advertising can be put across in the local newspapers and in your window

gardens. If it is located in an agricultural district (where this line really goes big) see to it that every farmer for miles around your store knows that you are ready to fill his needs in the way of good seeds and fertilizers. Tell it to him by personal letter, by sending out a salesman, by advertising or by all three methods. Try to be the first in your district to tell it to him. Put the idea of planting into his mind early. That's important.

The dealer whose store is sit-

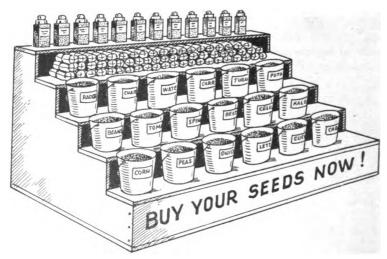
uated in a small industrial community does a lot of seed business with factory workers who have back yard gardens. Often these are quite large. The handling of bulk seeds in such a community is quite a problem because most of the workers come in for their seeds during the noon hour or after the whistle blows at night. To take care of this some dealers use spare time in the late winter months to put up quarts, pints and half pints of these seeds in stout paper bags, plainly labeled with the variety, quantity, price, This enables the store to handle a lot of customers in a limited time. The quick service gets and holds the trade.

A hardware dealer in Illinois puts a bulletin board (shown here) in front of his store as soon as the frost is off the ground. On top of the board is a large sign which reads as follows:

TIME TO PLANT

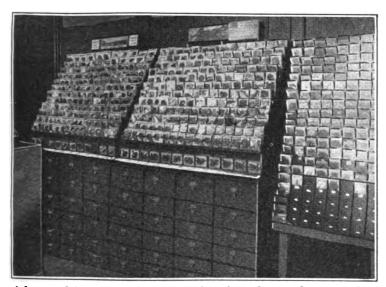
Below it, on each side of the board, he places strips of card-board on which are lettered the things that should be planted that week. He keeps this up right through the planting season, changing the strips of card-board from week to week. This serves as an active reminder to the man who is inclined to put things off. When the seed season is over, the store uses the bulletin board for advertising other merchandise.

One stunt for increasing the sale of seeds that was used successfully by a Los Angeles firm was a watermelon contest, in which several prizes, ranging from \$100 down to \$5, were given for the biggest melons grown from seeds bought in its store. After the contest was



A practical, simple display stand for bulk seeds. On it are shown seeds in galvanized pails, quart and pint packages wrapped for sale, and seeds in bottles. Everything is labeled plainly

Digitized by GOO



A fine stand for packet seeds. It displays them above and extra stock is carried in the drawers below. Loose samples are shown in little glass compartmests just over the drawers

under way, this clever innovation was added. The firm announced that if contestants bought five additional packets of flower or vegetable seeds and sent in the empty packets with their names, they would get one and a half times the amount of the prize money if they proved to be among the winners. Or, if they bought ten additional packets, the prize money would be doubled. All records were broken in seed sales, as a result, and the contest is now being held by this firm every year.

The Zettler Hardware Co., of Columbus, Ohio, which does an enormous garden seed business every spring, buys its seeds in bulk and tests them for germination. Those found unsatisfactory are returned to the grower. Seeds that prove good

are put up in lithographed packages bearing the firm's name. Only tested seeds are sold. Customers also have the opportunity of buying seeds in bulk. This firm sells more than 20,000 packets and a quantity in bulk equivalent to many more thousands of packages every year.

The window display of seeds is particularly important not only because it helps you sell seeds and garden tools that go with them, but because it gives you a chance to give your store a fresh spring look. It ushers in a new season, a season when people like to look at and think about nature and growing things. The dealer has here an easy time arranging a display that people will stop to look at.

(CONTINUED ON PAGE 64)
Digitized by GOOGLE

Putting his store on wheels got country trade for Sullivan

A CITY HARDWARE STORE GETS MORE TRADE BY SENDING SALESMEN IN AUTO TRUCKS OUT INTO THE NEIGHBORING TERRITORY

By R. F. Wells

F trade won't come to you, go out after it," is an old slogan, but following it in an unusual manner has brought a large measure of success to J. A. Sullivan & Co., of Northampton, Mass. Sullivan & Co. are dealers in hardware, farming tools, seeds and other supplies for the farm and home, but they don't believe in sitting down and letting the trade come to them. They are "go getters" and keep a fleet of six trucks in constant operation, three heavy ones for city delivery and three light ones out among the villages and farms in the two surrounding counties: Hampshire County, of which Northampton is the county seat, and Franklin County. the next one to the north. Business has been more than doubled in a period of a few years by a carefully worked out system of outside selling.

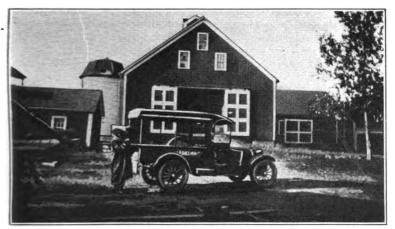
The drivers who run the three light trucks into the country towns are salesmen trained especially for their work. They not only take orders, but deliver orders that come to the store by mail, telephone or the personal visits of customers. Each has a specific route, making each town on a regular day of the week, and the people in the territory served have come to look for the weekly visits of the Sullivan trucks as part of the regular routine of life, just as their city cousins look for the daily round of the milkman or the iceman.

Started with light truck

The firm began this plan of merchandising five years ago by sending one of the store salesmen out on the road with a light truck delivering orders that had been received by mail or telephone. He picked up so much business on his trip that another salesman-driver was put on, then a third, and the results have been so good that a fourth will be needed next season to cover the territory completely. light truck has been superseded by three heavier trucks, each of 1,500 pounds capacity.

The man who was first put on

YOU CAN GET IT AT SULLIVAN'S



Farmers throughout the surrounding countryside have come to look forward to the regular visit of the Sullivan truck

the outside selling is still on the job. He has a regular established route that covers the towns on the west side of the Connecticut River for a radius of twenty-five miles from Northampton and he visits each town once a week on stated days. The second truck covers the territory east of the river, having a regular route and schedule.

The third man, with his truck, delivers orders anywhere in either territory when one of the other two salesmen does not happen to have a scheduled stop in the particular town where the goods are wanted. The rest of the time he employs his energies in seeking trade and building up good will—a sort of freelance, as it were, but assisting and supplementing the work of the other two salesmen on their specific routes. Most of the customers of the store place their orders so that the deliveries can be made on the days the regularly scheduled trucks visit them.

For example: a farmer living in Goshen, up in the hills some twenty miles from the city, may plan to screen his porch or to paint his house. He knows that he can get the materials he needs from J. A. Sullivan & Co. and also that he may have them delivered at his house on Monday, for that is the day one of the trucks is scheduled to visit Goshen. He may order the supplies a week ahead from the salesman; he may make his own selection at the store when he is in the city with his family on Saturday afternoon; or he may place an order by mail or telephone at any time during the week. The goods will be delivered to his door on Monday, so that the job may be begun on Tuesday morning. That sort of service is appreciated. It has built up and is still building up business for Sullivan.

A lot of the hardware the farmer or small householder wants may be needed in a hurry.

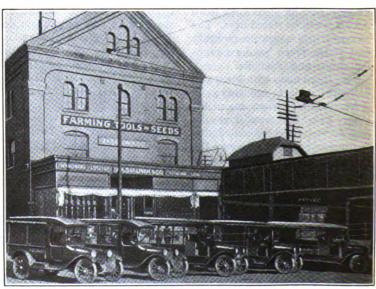
He never can tell when the mowing machine is going to break down or when some other piece of machinery may need a new part. Here is where the work of the third salesman comes in—the driver spoken of before as the freelance. customer who needs a bit of hardware or a tool in a hurry can get in touch with the store by telephone, order what he needs and have it delivered promptly. He does not have to take time from his work to make a hurried trip to town. A few cents expended for a toll call will bring to his home next day, or possibly on the same day on which he calls up, any one of the thousand and one things I. A. Sullivan & Co. carry in stock.

The salesmen, who are out

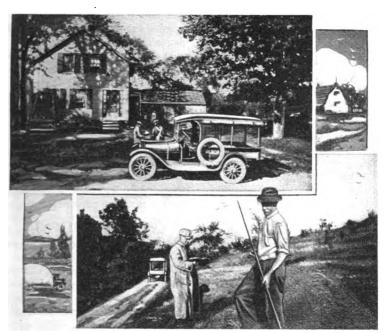
somewhere every day, very often do not have to make long detours from the regular route to fill the emergency orders, so that the prompt delivery does not make a large extra mileage in the course of a season. The trucks cover fifty to sixty miles a day, 10,000 miles or more in a year.

I talked with L. O. Campbell, one of the members of the firm, about how the business had been built up and asked the reason for this rather novel merchandising plan that he has developed. Very few hardware firms make a practice of this method of getting and holding trade.

"There are two reasons for our outside selling," he said. "At present people will buy if things are brought to their door. Secondly, people in the country are



Headquarters of the Sullivan fleet of automobile truck salesmen. They cover the store's territory completely for selling and delivery



When one of the Sullivan salesmen arrives at a farmhouse and the farmer is out, he goes out into the fields to see him. He does his selling right where the farmer works

more than ever before emulating those in larger communities. They are buying things that have existed for years, but of which they have not availed themselves before. These articles have become necessities.

"For example, take lawn mowers. You drive out through the country hereabouts and you see the lawns mowed as trimly as they are in the city. Or screens. Today 50 per cent. of the country people have wire screens for their windows and doors. We find that the country housewives desire modern baking ware just as much as the city people do. We sell a great quantity of household ware by means of our

outside salesmen. Aluminum ware is one of the biggest selling lines we carry.

"The salesmen are out about the country for eight or nine months of the year. In the winter season the country roads are impassable for automobiles, but we use that time for taking inventory and getting our salesmen familiar with all the lines we carry. We have trained our men for the outside work here in the store. They have to have a more extended knowledge of our lines than the clerks in our different departments because they must rely more on catalogs and memory.

"We have worked up a good

trade in Christmas goods, making special displays in some of the nearby country stores in the fall and early winter. These displays are welcomed by most of the country merchants. We maintain as many as eight stands, selling toys, games and all sorts of houseware."

"How much business will your outside men do in a month?" I asked.

"Well, that depends upon conditions," was the reply. "The business is more or less seasonable. In the spring we get large orders for seeds and farm implements that swell the total. One of the men has sold as high as \$2,000 worth of goods in a month. They do a variable monthly volume, running from \$800 to \$1,500."

The store makes use of the catchy advertising slogan, "You can get it at Sullivan's." Almost everything under the hardware sun may be bought in the Sullivan store, even certain kinds of clothing. The sportsman can buy some of his equipment there as well as his ammunition or fishing tackle. The farmer can get his overalls and shirts at the same place where he buys his seeds and tools.

A 200-page list

"The other day we even sent a cupola to South Ashfield," said Mr. Campbell. "A farmer wanted it for his barn. We had to send it on one of the big trucks that usually makes the city deliveries, for we couldn't get it on the light truck."

The salesmen carry with them a price list of everything the

company has to sell. It makes a good-sized volume, about 200 pages thick. As a rule the salesmen do not have to consult it. for they are expected to and are able to carry most of the prices in their heads. They work on straight salary, as this thought to be better for the store and the men than a commission or part salary and part commission. Many of the deliveries they make are of orders received over the telephone. rather than on personal calls.

Pictures for foreigners

A loose leaf catalog has been in use for two years by the outside salesmen. It is 12 by 16 inches in size and contains pictures of practically everything the store has to sell, even to fishhooks and nails. The pictures are cut out and pasted in this scrap-book catalog. work of compiling the first one taking two months, with from two to six people working at it all the time. The books are made up each year and contain pictures only, and no prices. These help the salesmen considerably, especially among the Polish customers, who are numerous in that region and many of whom are not very familiar the English language. Often, too, a customer will see some new things when looking over the catalog for something else. The immigrant Poles, by the way, are not buying cheap stuff, but want the best.

The method of advertising employed by J. A. Sullivan & Co. is systematic. It includes

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Dyas & Co. start fishing tackle moving early in the spring

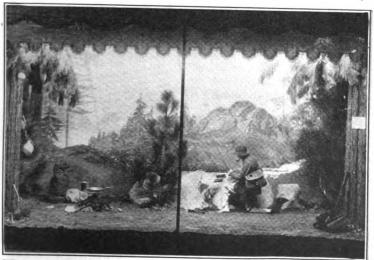
FOLKS HAVE COME TO REGARD THE DYAS STORE AS THE PLACE TO GO TO WHEN IN NEED OF FISHING EQUIPMENT

B. H. DYAS & CO., of Los Angeles, Calif., always make elaborate preparations for catering to the needs of the fishermen, and all anglers know that when the firm begins to advertise fishing tackle, it is time to Their newspaper advertising is planned well in advance and is cumulative in its nature. As the opening of the trout season differs in the various counties of the state, they keep their customers duly informed of each opening date. Last season their first advertisement gave a map of district No.

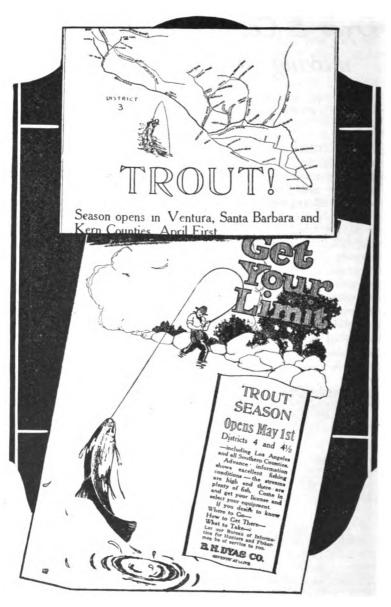
3, the first to open, saying: "TROUT Season opens in Ventura, Santa Barbara and Kern Counties, April 1st.

Now for the big ones, fellows! They are challenging you from cool depths. Look over your fishing tackle and other equipment to see that everything is in readiness. If you need new equipment—GET IT AT DYAS'—If what you have needs repairing—BRING IT TO DYAS'.

"Rods, reels, lines, hooks, creels, landing nets, flies, spinners, salmon eggs, leaders, and in fact, everything for the angler. All kinds of outing ap-



What angler could resist the lure of this realistic window trim, with winding brook, fir trees and mountains in the distance?



In the spring every man's fancy lightly turns to thoughts of—fishing, and Dyas' aim to cash in on the hobby. Above are two of their pictorial fishing ads. One gives a layout of the rivers near Los Angeles suitable for fishing, and the other tells of the opening date for the fishing season

March, 1923

parel. Camping equipment of every description."

Several weeks later they ran another ad, this time with the cut of a man landing a trout. The fish was shown in the foreground, and was much larger than the man in the rear. There was an abundance of white space to set off the drawing to advantage. The copy told of the opening of the season and offered to supply any fishing information requested.

It will be noted that both advertisements feature their piscatorial service. Shortly in advance of the opening of the season the Dyas Co. has a man make the rounds of the different streams and secure all possible information regarding their condition. He also ascertains the rates for hotels and lodges in the vicinity of each. the rate of boat hire, the best auto routes that reach each resort, and the time of arrival of boats and trains for such resorts as may be reached by these means.

Authority on tackle

All this information is on tap at the Fishing Resort Desk, and in addition, fishing licenses can be obtained here, and a Hunting and Fishing Guide with a digest of the fish and game laws. The business of the man at the desk is to give courteous information to all, whether any purchases are made or not, but he is likewise an authority upon tackle and fishing paraphernalia of all kinds, and many a novice has found his advice exceedingly valuable. The old timers

come to him, too, for they know that if there is anything new or improved in their lines he will have it on hand and know how to use it—this practical demonstration resulting in many more sales than if he had merely displayed it.

Gives prizes to anglers

What probably attracts the most attention to their store. however, is their annual custom of offering valuable prizes of fishing tackle for the first limit received, as well as for the longest fish and the one weighing the most, caught on the opening day of the sport. Three prizes are offered in each class, and there are always numerous entries. Several days prior to the opening of the season a large tank is displayed in front of the store, with the card: WATCH THIS TANK FOR THE FIRST CATCH OF THE SEASON.

On the morning of the second day this tank is filled with fish brought in by enthusiastic anglers, each limit having a card attached, stating the name of the angler, and the region where the catch was obtained. Back of the tank is a show case filled with tackle, and whenever any catch is made with equipment sold by the firm, due mention is made of the brand of pole, line or other accessories employed for that purpose.

Of course, in preparing their fishing campaign, they do not overlook their most important sales agent—the show window. Some very elaborate trims have been arranged in the past, but the one employed last season

came pretty nearly being a headliner, and everyone who saw it was immediately impressed with a desire to get a pole and hie himself to the sparkling trout streams.

All set for fishing

A large double window was used to give proper scope to the display, which represented a trout stream in the wilderness. A canvas drop in the background gave the proper scenic effect, while actual fir trees in the foreground gave a most naturalistic touch. Here were shown all the fishing and hunting paraphernalia that the heart of man could desire, and in the midst was the kneeling figure of a fisherman, the picture of comfort. He had a basket over his shoulder, and, pipe in mouth, was fixing a fly that he had taken from an open box on a big rock before him to the end of his line.

At the other side of the rock was a duffle-bag next to a campfire over which a coffee pot and frying pan were suspended. Scattered about were other articles of camp equipment, all taken from the store's stock.

The window decorator had truly caught the spirit of the sport, and scores who had not seen the advertisements were reminded by the realistic picture that fishing time had come again and that it was time to supply their needs.

Polls open today—vote on the decimal system.

Ballot card enclosed.



A shoemaker-missionary used this hammer to pay the Lord's expenses

Hammer helps Carey in mission work

In a museum in Edinburgh is the original hammer used by William Carey, the missionary. A picture of the hammer is shown here. Carey was one of the first Baptist missionaries sent to India. As a pioneer in that kind of work he was very successful, and the influence of his devotedness has been incalculable in awakening missionary zeal in England, his native country, and also in America.

Before he began preaching, at about the age of 20, he was a shoemaker. In his shop hung a map of the world with figures and notes marked on it, telling of conditions in heathen lands. As he cobbled shoes he would look at his map and pray for the peoples of those lands. He said, "My business is to serve the Lord, and I'll cobble shoes to pay expenses."

A hardware store that turns its radio stock nine times a year

VERMONT FIRM NOT ONLY FINDS THIS LINE PROFIT-ABLE IN ITSELF, BUT ALSO A BIG BUSINESS-GETTER FOR OTHER DEPARTMENTS

By R. T. Albee

Manager, Radio Dep't., True and Blanchard Co., Inc.

GOOD In January, HARDWARE predicted that the boom in radio would soon be on again and that 1923 would be a big radio year. The brisk movement of this merchandise in the past two months seems to justify that prediction. The Vermont store, described here, prepared for this activity and is now reaping a splendid harvest. How they did it is told here by their radio man.

E started in the radio business on a comparatively small scale. At first we purchased only a few parts and devoted most of our energies to merchandising the complete sets. We found that the preference of the public was, and is, towards the complete outfit. In the matter of separate parts for radio apparatus, we have tried to keep our stock down to the minimum consistent with good service. There is, and doubtless always will be, the radio bug or amateur, who prefers to make his own outfit, and for this kind of fellow it is necessary to carry a few supplies.

Our activities have been confined to one or two lines of equipment at most, specializing on good apparatus at reasonable prices rather than inferior stuff at cheap prices. For parts we carry all the staple items, such as galena crystals, "B" batteries, "A" batteries, aerial equipment, headsets, rheostats, plugs, transformers, tubes, loud speakers, wire, etc.

We stick to one line

We are distributors for a well-known and reliable make of receiving set and are not endeavoring to sell any other than this. Before taking on this line of sets we investigated the field pretty thoroughly and tried out various types in our radio room. After testing out several, we finally selected a line of receiving sets made by an old, well-established firm.

For Vermont and vicinity we have found that the regenerative receiver is the most efficient. Due to our distance from the large broadcasting stations, crystal receivers cannot be used satisfactorily. Instead of a set

HELLO PASADENA!

The wonders of Radio are ceasing. The phenomenon of the transmission of broadcasted messages is not even today fully understood. It is known that mountain ranges, deserts etc., greately influence the intensity of the radio signals. Broadcasting stations are being per-fected to such an extent that greater and longer distances are being covered. In connection with this it is interesting to note that the Radio program of KDYR, Radiophone of the Pasadena Star, Pasadena, California was heard on the True and Blanchard Receiving Set, Saturday evening. The speech and music came in fairly clear from a distance of about 2500 miles.

Mrs. Annie Davis and Mrs. Jenne f 26 Central street together with the operator enjoyed a rare sream his is the only time, so far as is known, that a radiophone station in California has been heard in Ver mont.

Radio Program

Week's Wireless Offerings from Broadcasting Stations to be Heard in Orleans County Daily.

Furnished for the Palladium and News by True & Blanchard Co., Radio Department.

Wednesday, Jan. 10, 1923 KDKA Westinghouse 10:00 a. m. Music.

12:30 p. m. Music. 6:15 p. m. Special Dinner Concer KDKA Little Symphony On chestra.

7:30 p. m. Bedtime story for chil dren.

8:00 p. m. Radio talk, "Selective ty" by M. C. Batsel, R. E. 8:30 p. m. Concert by Concert Presbyterian Church che

n A Rad

Red Seal Battery Contest starts November 1st. closes November 15th. 53 prizes will be given for simply filling in the balance of a sentence.

First prize \$725.00

Complete Kennedy Radio Set

Second prize \$408.50

Complete Westinghouse Radio Set

Third prize \$256.50

Complete Grebe Radio Set and 50 other prizes

Special Prices During Contest

Genuine Ensign Binding Posts regular 20c each, contest 17c price

A No. 1 Rubber Binding Posts regular 7c, contest price 5c

lickel Plated Switch Poi

|Stamberg-Carlson 2000 ohm Radio Head Set, regular 7.50 6.50 contest price

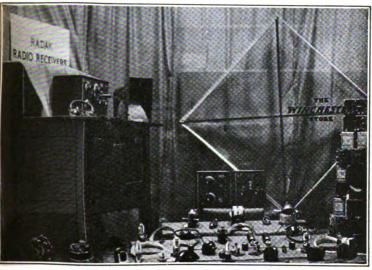
Federal 3200 ohm Radio Head Set, regular 10.50, contest

True & Blanchard vary their radio advertising. They give out programs of the big stations; tell of new developments in radio; and also run good merchandising copy about their own goods

comprising a dozen dials or switches, the public wants a simple apparatus which is not hard to "tune."

Selling radio apparatus seems to be a good deal easier than selling other hardware lines. It his pipe and newspaper, and listen in on his favorite political speaker, vaudeville actor or musician.

We find that the first sale of radio apparatus is by no means the last. When a man has pur-



No profits come entirely of their own accord. Windows like this were used to bring the turnover up to nine times a year

is only necessary for a prospect to listen in once and he is "sold." We have erected a radio set in our store and it is ready for demonstration purposes at all times. We use both headsets and a powerful amplifier and loud speaker for demonstration purposes.

Our sales of radio have not been confined to boys or young men. The strongest radio enthusiast is the substantial man of family and means who finds that he need no longer be dragged off to the theater or concert hall but can sit comfortably in his own home, with chased one of our low priced sets he is delighted with the results he obtains and often desires to cover more area than his small set allows. He comes back for additional apparatus. We know that radio has brought increased business to our other departments as well, especially in electrical goods. Radio has brought many new people to our store.

If a customer wants a set installed we can install it for him, but, as a rule, we suggest that he install it himself, for there really is not much to it. The head of our radio department

has a good knowledge of the subject and knows how to select and buy stock that will be salable in this territory. We also have an assistant. The other members of our sales force have been instructed in the various kinds and types of apparatus, so that they are qualified to render good service in this new line.

We are carrying on an efficient and scientific advertising program on radio. Regular advertisements are run in the weekly and daily newspapers in this vicinity and in several of the papers throughout the state. We furnish the local papers with the radio programs as given out in advance by the various broadcasting stations. From time to time we send out radio literature and advertising material to our trade. are several thousand names on our mailing list.

During the World's Series

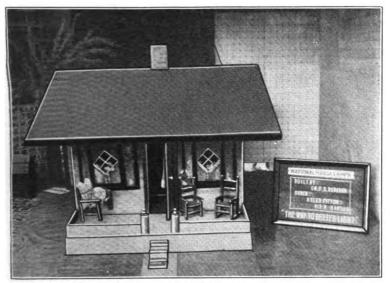
games in New York last fall we installed a radio set in one of our windows and described the games as played. The voice of the man at the Polo Grounds in New York was heard plainly. Again, after the November elections, we installed a powerful amplifier in front of our store and the complete election returns were given out to large crowds which congregated in front of the store. All these stunts have resulted in publicity that has helped to create sales.

Our radio business has increased to such an extent that we have estimated that at the present rate we will turn our stock nine times this year. During the month of December our stock was turned once, approximately. We anticipate that radio will be one of the most active selling lines this spring. From an obscure corner in the

(CONTINUED ON PAGE 82)

How we run our radio department

- We confine our stock to one reliable make of receiving set and to only two lines of equipment.
- 2. We cater to the family man rather than to the young boy.
- An apparatus is set up for demonstration purposes at all times.
- The head of the department has a thorough knowledge of radio.
- Every salesman has received some instruction on the subject.
- We run regular advertisements in the daily and weekly newspapers.
- We announce radio programs as given out by the broadcasting stations.
- We install sets if desired, but first we try to get the customer to do it himself.



Miniature houses like this, showing possible lighting arrangements, helped the Sell-Atkins Company to make its electrical department pay

How Sell built up electrical business

With only a small field from which to draw, John Sell of the Sell-Atkins Company of Pittsburgh, Kansas, has increased his electric lamp business from \$150 to \$3,000 a year. This, he writes, is handled on contract, so that no investment is needed. The earnings on the business amount to 32%. The figures are worth noting: 32% profit on \$3,000 worth of business for which no investment is needed!

The Sell-Atkins Company started its electrical goods business with lamps and then quite naturally expanded it to include fixtures. Pushing electric lamps has also given this company an opportunity to find out who has electricity in his home

and who, therefore, is a prospect for other electric appliances. By wrapping up advertising literature about washing machines, fixtures and other appliances with each package of bulbs sold this company has materially increased its sales of electrical goods.

It was soon found that special displays made for greater sales than the haphazard method of waiting for returns from these folders. He installed the model cottage illustrated here in his window and kept it electrically lighted all night. model was complete in every smallest detail. There was even running water in the bath room. People came from miles around to see it. Literature advertising all the electric appliances which could be used in the home, told the story.

Your paint profits this season depend on what you do now

YOUR SEASON'S SUCCESS WILL BE BASED ON THE WAY YOU HANDLE YOUR DEPARTMENT IN THE NEXT FEW MONTHS

By Carl W. Dipman

A FEW days ago, the writer was sitting in the office of a New York business executive. The telephone rang and immediately this executive began talking percentages, dividends, returns, par values, etc. Hanging up the receiver, he said, "These telephone stock salesmen are a clever lot."

A "telephone stock salesman" was a new one on me, so I inquired all about this breed of salesman, and found that stock and bond houses have rows of neat booths in which men are seated at tables with telephones. They call up lists of names all day long, selling their companies' latest securities. When an interested party is found who cannot be closed over the telephone, the name is turned over to an outside salesman makes a personal call. telephone salesman is responsible for building up a fine list of selected prospects.

Interest property owners

What an interesting plan for selling paint! Of course, we don't mean that every hardware store should put in booths and a gang of telephone salesmen, but in every community there

are dozens of property owners who would be interested in paint if only the dealer could find them out. A telephone canvass is an efficient, quick and inexpensive way of finding out who they are. Personal calls can then be made on the selected list.

Profit comes from sales

Every hardware dealer must realize that if he is going to do a large and profitable paint business, he must get busy and sell paint and varnish. cessful retailing requires just as much of the art of selling as manufacturing or jobbing. The old day of the retailer's sitting on a box and waiting for people to come in and take paint away from him has passed, and the dealer who does business on that basis will probably find that his competitors have easy picking and are unusually successful.

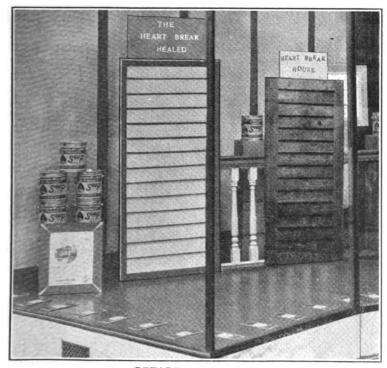
Whether the dealer's paint and varnish business is going to be larger than last season's depends very largely on what he does during the next two months. Although the paint business is not nearly as seasonable as it used to be, yet the next two months are the most

important of the year, and how they are used will tell the paint profit story at the end of the year.

These coming months are of such vital importance to paint sellers because of the American home owner's and housekeeper's settled habit of doing the big annual house-cleaning job in the spring. When winter has passed and when the new season is well on its way it is too late for the dealer to be planning. His sales plans must be laid well in advance. In the springtime he

should be gathering the results of those plans.

Now is the time that every dealer should sit down and make his plan for a spring paint and varnish drive. In planning this drive, he should take his manufacturer into his confidence. He should ask for his suggestions and for the cooperation of his salesmen. Then, too, he must take advantage of every bit of advertising, promotion, cooperation or selling help he may have to offer. A great many dealers fail in



BEFORE AND AFTER

Here is a clever window that sells the paint idea. The panel on the right is made of weather-beaten siding needing paint. It is labeled "Heart Break House" (the title of Bernard Shaw's popular drama). The panel on the left is freshly painted siding, suggesting that the "Heart Break" is healed. Here's a simple window to put in and you can use the panels over and over

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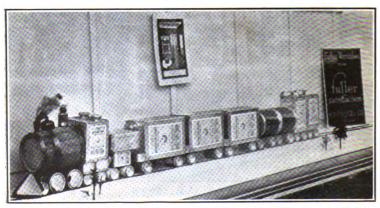
This is a simple but attractive window. The chair is half varnished, and tells the housewife at a glance how easily and beautifully she can renovate that chair, table or floor

their paint departments because they do not work closely enough with their manufacturers. Most manufacturers are equipped to give dealers a great deal of help if they will only take advantage of it.

Although the manufacturer's cooperation is valuable and his advertising will do a great deal, yet it will fall way short unless it is backed up by the dealer. After all, the dealer must sup-

ply that something, that final wallop, that last word, that converts a prospect into a sale. Advertising and promotion will make good prospects, but the dealer and his clerks are the ones who must put over the sales.

In all paint selling, the need or use of paint should be the big, dominating idea on which the dealer's arguments should be built. The beauty of paint, its



Here is a window that makes a novelty appeal. It will make people stop and look. The train is made of paint and varnish cans. A window of this kind should be accompanied by hangers, cut-outs and trims

economy, and how it saves money must be talked and advertised constantly. A bout three-fourths of the property in this country is unpainted, and this fact gives the dealer his cue and his field.

Every dealer has his own

1. Hold a "Bigger Paint Business" meeting some night after the store closes. Have each clerk suggest methods of increasing the paint business and make a list of the things to be done. You will be surprised at the number of good ideas your



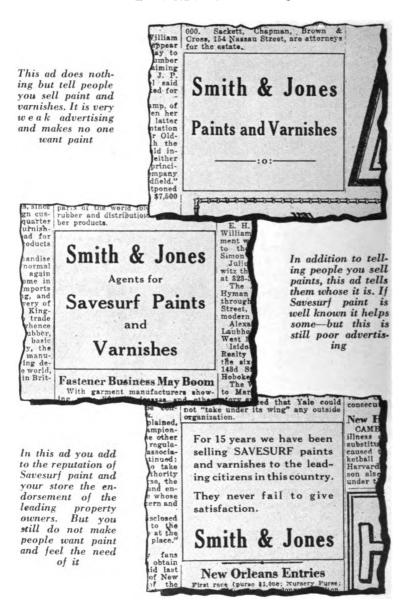
Paint and varnish should be prominently displayed in your store, especially during the next few months. An attractive display will make many people stop to buy paint, just as is being done above

local problems in going after the paint business, yet there are a number of things that can be done in almost any community that will build up paint sales. Even though this may be "old stuff" to some dealers, we are going to enumerate a number of worth-while activities that will build up paint sales. They have done it in other years and they will do it again this year. Now is the time to get started. Here are some of the things that you, as a paint seller, can do to make more paint sales for your store.

clerks will spring. Furthermore, they will like the compliment you pay them by asking them for their opinions.

2. Get together with your manufacturer. Tell him you want to increase your paint business. Ask for his suggestions. Take advantage of every bit of cooperation he has to offer. Have the manufacturer's representative work with you, and tell him he must help you increase your paint business.

3. Have your clerks telephone every property owner in your



WEAK ADVERTISING WON'T PAY

On the next page is an advertisement showing how the same amount of space could be used to tell your story effectively. See how much stronger the appeal is than any of these.

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community. Ask them whether they are interested in paint or varnish; if so, tell them you would like to send a color card. Make a list of the interested parties and follow with personal calls. This looks like a big job, but it pays banks and grocers to do this and it will pay you.

4. Every employee of your store, from the manager down,

means, put life into your advertising and all of your selling arguments. By simply stating "We sell paint," or "Here is the place to buy paint," or "We are agents for So-and-so paint," you are making very poor use of your advertising space. Always give some live arguments why paint should be used, and tie them up with a local event



THIS AD TELLS YOUR STORY

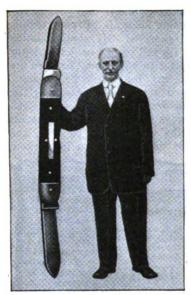
This ad tells everything that the three on the preceding page tell. Besides, it will make people want paint, and it offers them a service. Who is a better authority than your lumber dealer? An argument of this kind gives your advertising a wallop that means more sales for your paint department

should talk paint and varnish at every opportunity. When cusin tomers come ask them whether they would be interested in a color card. Enclose pamphlets in their packages. the proposition before Many a sale is made by suggestion. This is true more in paint and varnish than in many other lines.

5. During the next few months devote a large part of your advertising space to paints and varnishes. But, by all if possible. Study carefully the accompanying illustration. It illustrates an important principle in advertising. If there are public buildings, churches, schoolhouses, or residences painted with your particular brand, feature them in your advertising.

6. Put in frequent paint windows. Successful paint windows will sell the idea of paint; they will make people want paint and varnish, in addition to exploit-

Digitize (CONTINUED ON PAGE 72)



Do you know of any jackknife that is bigger than this one?

This is a man's size jackknife

Policeman Harry Mount, of New Britain, Conn., has completed what is believed to be the largest jackknife in the world. It is 6 feet 7 inches long when opened, and 3 feet $2\frac{1}{2}$ inches long when it is closed. The blades are 6 inches wide.

Mr. Mount, who was a springknife cutter by trade, made this knife during his leisure hours, finishing it in a little more than two years. It is constructed in such a manner that it can be taken apart. The blades are made of cast steel, the spring of nickel-plated tool steel, the scales of brass, the handle of carefully shaped rosewood and the tips of German silver.

Here are two plans for increasing sales

Two successful plans for getting more business were worked recently by an Indiana dealer, who had found business getting too slow to satisfy him. The plans lead to more sales of tools and fire extinguishers and he is now trying other plans.

The plan which increased tool sales was a contest among the boys in town. The dealer offered ten dollars in gold to the boy who could build the best writing table of certain dimensions. Accuracy was one of the points to be judged. The advertisement which announced the prize contest also called attention to the store's tool line and listed manual training benches at special prices for the week.

Fire extinguishers, which were moved by the second plan, had presented quite a problem because the dealer was overstocked. The store advertised for house-to-house salesman hired a number of those who answered. A strange development of this plan was that the town half-wit sold the largest number of extinguishers. lead in sales for several days and finally the dealer decided to investigate. He found that the man always rushed up to the front door of the prospect's home, rapped loudly and, when the door was opened, pushed an extinguisher forward and asked. "What would you do if your house was on fire?" The question got the attention of the householder and made many sales.

Digitized by GOOGLE

Rose-Marie makes things hum in Hinton's hardware store

SHE STARTS THE SEASON RIGHT BY DRESSING THE STORE UP IN ITS VERY BEST BIB AND TUCKER TO ATTRACT THE WOMEN-FOLK

By Dorothy Blake

ILLUSTRATED BY BERNARD WESTMACOTT

HEN Rose-Marie blew into the store on a rainy day in November she made you think of a field of violets with the sun shining on them. She made you think of the pale blue silkiness of a summer sky with puffs of clouds floating around in it. S'e made you think of-but what's the use of piling up the things she made you think of? Cose-Marie was as dainty as a graduating dress. She looked too delicate and pale gold and white to make you think she was any good as a hardware But she was a humdinger and no mistake.

Old Man Hinton hired her because she was so pretty and so young and so sort of sheltered looking that he couldn't bear to think of her going around asking for a job. He kept her because she sold more hardware than any six feet two of manhood he had ever had around the place.

The Hinton Hardware store took on a new air after Rose-Marie joined its pay roll. The loafers ceased loafing. The same atmosphere around Rose-Marie could be soft and warm and gentle as an April day, or it

could be as cool and penetrating as November at the sea shore, depending upon whether Rose-Marie wanted you around or not. She didn't want the loafers, but she did want real buyers, and most of all she wanted the women to get the hardware habit. While the great army of unemployed used the store as a sort of cross between a clubroom and a Pullman car, the women did not come. The women would buy. The loafers did not.

"GO kinda easy on them," cautioned Hinton, "they're nice boys and they're sort of used to dropping in here."

"But," said Rose-Marie with a smile that would have coaxed the birds off the trees, "they never seem to get used to dropping out again. They're nice boys all right but that doesn't help the bank balance. Ever know one of them to buy anything?"

"Well," drawled Old Man Hinton, "they buy only a little stuff, of course, but then they do talk about the store to other people, and that's advertising."

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"Advertising what a big heart you have and what a warm store you keep. But that isn't what you're selling." Rose-Marie could say things like that without making folks mad. Just a way she had. But she meant what she said just the same. And folks knew that, too.

"I WANT women to come here," said Rose-Marie. "They're the ones who spend most of the family income. If we make this store so attractive that they can't keep away, they'll spend their money here instead of taking the ten-thirty-two into town."

"Maybe so, maybe so. But women aren't strong for hardware stores. Ain't dolled up enough to suit them."

"Doll it up," said Rose-Marie.
"You don't need to put pink ribbons and lace ruffles around. A few yards of soap and water, applied with some elbow grease, would help a lot. We close Monday for New Year's, don't we?"

"Sure," said the old man, "always have. Why? Want to get away over Sunday?"

"I want to get a couple of sixty horse power coons in here on Monday to give this place a facial and a manicure and a marcel. I'll be here to see that they do it right. If I could have, say ten dollars to spend, you'd see a hundred dollars worth of difference. And I know it would bring in more business. Do you mind?"

"Mind what? More business? Foolish question number 1800."

"No. Mind spending ten dollars, silly," laughed Rose-Marie.

"Spend twenty-five, if you need to," beamed Hinton. It made him feel young and reckless the way Rose-Marie called him "silly." Her psychology would have been designated by an advertising expert as "the angle of approach." Rose-Marie didn't call it anything, but she usually got what she went after.

A moving picture of Rose-Marie taken from eight A.M. on Monday to nine P.M. on Monday would have looked like an animated advertisement for a cleaning powder, "She chases dirt." She was so tired out that even the pink tips of her fingers ached. But she was happy with the kind of satisfying happiness that comes when you have at last done a job and done it well.

THE store was shining like a bride's kitchen. It smelled clean, looked clean and was clean. The front window looked good enough to eat. Covering the window floor was blue and white oil cloth, the boards at the back had been painted white, the pans and kettles in the display were blue and white enamel, and aluminum, and right in the center of the window, level with the eye, was a small breakfast table.

On it was a white linen scarf with a huge blue bowl filled with oranges, and at either end a brass candlestick with a tall orange candle, hand dipped. A white card at the front of the window was lettered in black India ink—your kitchen can be as attractive as your dining room if you buy your utensils at hinton's.

"I'll be jiggered," ejaculated the old man when his eye lit on this window display. "Where in time did she get all those pots and pans and the pretty fixin's for the table?" He went into the store and called Rose-Marie.

"All those pots and pans? Your own stock gathered from forty 'leven parts of the store when we cleaned up. You're like a woman with twelve children. She never knows what a large family she has until she gets them all together. The table? I got that down at the second hand furniture place for

just as well in your window as shut up in my box."

"Who lettered the card? Didn't know you could do card writing."

"I can't. One of those senior high school boys who used to clutter up the store on Saturdays and after school did it for



two dollars and dolled it up a bit."

"But the candlesticks, and the fruit bowl, and the table cover?"

"Home, James!" said Rose-Marie. "That Mrs. Maynard I board with has an attic full of antiques. She calls them 'those things from the old house' and she wouldn't sell one of them for a thousand dollars. But she loaned me the bowl and candlesticks. The table cover I borrowed, too—from my Hope Chest. I figured it could hope

me. He's going to be an engineer and he's taking mechanical drawing. Nice boy. Useful, too, when he puts his mind to it."

"But," objected Hinton, "looks kind of strange to be having fruit and doilies and candles in a hardware store window. Never heard of anybody else doing it. Did you?"

doing it. Did you?"

"No," admitted Rose-Marie,
"and that is just why I think it
will attract attention—because
it is different. Give people
something to talk about. Yet
it's not freakish and it's connected with what you sell."

"Sounds sensible the way you say it. We'll wait and see how customers feel about it. Might think we were putting on airs."

"We are," said Rose-Marie, decidedly. "And we're going to keep right on putting on airs. About time this store got a little tone to it. If the women of this town get it into their heads that we are the most up-to-theminute store in sight, they are going to buy here instead of going into town when they want anything in the hardware line besides a paper of tacks or a new bolt for the kitchen door."

"Women always will go to the city for the more expensive things. Look at that aluminum ware and that high-priced enameled stuff. Had it in stock for six months and I don't believe we've sold ten dollars worth."

"Sure, and you might have it here six years and not sell ten dollars more if you don't treat it with some respect."

"WHADDA ye mean 'respect'?" asked the old

"Why, you had it on the shelves with а six months' growth of dust on it, and you had a few pieces of it in the window sitting on that Santa Claus crepe paper that vou've used for window trims for the last three Christmases. You couldn't sell diamonds at ten cents on the dollar if you displayed them that way. Might as well paint a sign 'We don't think much of this kitchen ware. We don't even bother to dust it. It's been in stock since the year one and it's apt to stay in stock until the year two thousand. Buy it if you want to, but we don't recommend it.' Get the idea?"

"Like a thousand bricks," laughed Old Man Hinton. "Where did you get all those notions?"

"A T the big department stores in the city. They have Gift Tables covered with embroidered lunch cloths for their good aluminum ware and fine enameled kitchen things. That's how much they think of them. Can you blame women for preferring to buy there instead of here, where they have to run a dust barrage when they want to buy a roasting pan?"

"No, I can't exactly. But we can't compete with those million dollar department stores. Look at the capital they have."

"Sure they have capital. look at the chance we have with our display window. If the manager of a hardware department in a big store gets to use a window three times a year he's lucky. We can use ours three hundred and sixty-five days in the year and change the trim every week if we have Beside that, they gumption. have to cross off Sundays and holidays. The down town district in the city is pretty near empty then, but in the suburbs those are the days when folks walk around town and do their window shopping. We're going to keep this window so blamed interesting they can't pass it."

Digitized by GOOGLE



"A fern!" shouted the old man, "that belongs in a beauty parlor"

"Same time," went on Hinton,
"we can't compete with the big
city stores because we can't
carry the size stocks that they
do."

"You certainly are the best little conscientious objector I ever saw in my life. I guess if a fleet of house-to-house canvassers, with nothing but a small sample case and a large line of talk, can sell thousands of dollars worth of aluminum and tin ware and brushes every year, why we ought to be able to do it with a store and a window and a couple of clever sales people like you and me.

"We can carry a sensible sized stock and then have a catalogue table full of clean, up-to-date catalogues. Put a couple of wicker chairs by the table and women will have the time of their lives gossiping and comparing prices and pictures."

"Yes, but will they buy from a catalogue?"

"If they can see the quality

from the stock you carry they can tell about size and style just as well from a picture. Look at the mail order businesses that have been built up. People have to go entirely by description and illustration in buying from them and if there's anything wrong they have to write and wait to have it adjusted. We're right here to make anything that is wrong satisfactory."

"You've almost convinced me," said Hinton. "When do we put in the cozy corner for the catalogues?"

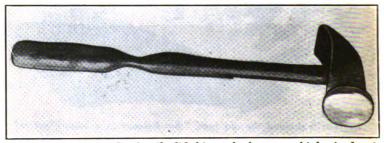
"Just as soon as the enamel dries on the table and chairs I bought at the second hand store and I can finish the cretonne cushions. And say—I wheedled one of Mrs. Maynard's ferns away from her to put on the table."

"A fern!" shouted the old man. "In a hardware store! That belongs in a beauty parlor."

(CONTINUED ON PAGE 80)

How long does a hammer last?

Through constant use the shoemaker's hammer, shown here, has been worn until the grip of his hand is evident on a hole with the awl and drive the nail, so that about 22,000,000 blows were struck with this hammer. There are 1,600 nails to a pound; therefore 3,640 pounds were in the repair work, aside from the quantity consumed in making new boots and shoes.



If driving 3,640 pounds of nails did this to the hammer, think of what it must have done to the cobbler's hand

the handle. At one place it is worn to less than half an inch in thickness. The cobbler, who hails from the West, has used this hammer exclusively for thirty years, and in wearing down the hammer he has developed a very hard callous on the inside of his hand. During the first ten years the cobbler owned the hammer he made more than 3,000 boots and shoes. When the large manufacturing plants began to take away this business, most of his time was spent in repairing shoes. He repaired an average of forty-eight pairs a week. Using these facts as a basis for calculation, some of the work of the hammer is ascertained. It takes 140 nails to put half-soles and heels on a pair of shoes. During twenty years 52,000 pairs were repaired, and he used 7,280,000 nails on them. The cobbler strikes an average of three blows to open

Paper doilies help display nickel ware

When putting nickel-plated kitchen ware on display, an enterprising Boston hardware store hit upon the effective idea of appealing to a housewife's sense of neatness. Instead of crowding the window with all kinds of nickel ware, a few different pieces were selected and these were placed on and spotless white crepe paper doilies. As the oak woodwork of the window was highly polished, the result was very attractive and neat. The paper doilies were cut easily in a number of sizes and designs. casionally, as a distinct variety. the outside remnant, which was left after a doily had been cut out, was saved and squared off. This was used with a piece of kitchen ware on it.

Monthly cash prizes for the best ideas from hardware men

Washing machine's advantages shown in this window—\$10

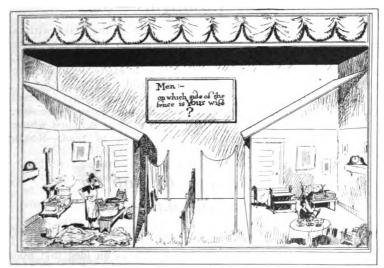
Sometime ago, I arranged a window display which attracted a flattering amount of attention. It was designed to sell washing machines, and it did. It sold two electric mangles, too.

Across the middle of the window was a miniature fence. Above it was a card reading, "On which side of the fence are you?"

On the left, a miniature figure of a woman, (a doll, with face repainted to express weariness and irritability) with bedraggled hair and a wet apron, bent over a miniature tub and washboard (10 cent store). On a tiny stove (10 cent store), stuffed with red tissue paper to simulate fire were three tiny sadirons (10 cent store). On the clothes line in the yard were a few cotton garments (made by cutting from scraps of cloth).

On the other side of the fence, a young and pretty woman (also a doll) with immaculate

45



This window idea shows graphically how a dealer arranged a window that sold washing-machines.

coiffure and dainty house dress was sitting at a neat table eating lunch and reading a magazine, made in miniature. clock on the wall showed 11 o'clock. A model washer and electric mangle stood against the wall. (I had these made of wood with details worked out in Plastine. When stiff they painted with were enamels.) A pile of neatly folded and ironed garments was stacked on a second table. Frilly aprons, etc., were hung over a tiny clothes rack. The room, an exact duplicate in furnishings, of the room on the left, was in perfect order whereas its companion room was in a state of wild confusion. The blue and white cards near the front, read, "Lunch time-and only a

few clothes done," and "Lunch time—washing and ironing done, house in order and lunch ready."

In the other window of the store a single large card read: "TO THE MEN of this

TOWN

"In the window opposite we have truthfully depicted two scenes, one of which is enacted in your own home each wash day. Look at them. You will know at once on which side of the fence your wife belongs. If she isn't on the right side come in and for a \$10 payment and a small amount each month we will help you put her on the right side. Will your affection or your pride allow you to do less than this for her?"—A. STEVENSON.

Here's a good idea for marking flashlights—\$2

For a long time we had difficulty in marking our flashlights neatly, as labels or tags soon grew soiled and were easily lost, and grease pencil marks on the outside of the lamps were rubbed off in the polishing and handling of stock.

Now we remove the lens and write the price neatly on the

inner side of the glass with a grease pencil. We have to write backward because of the lens, but that is easily done and the figures read right.

The flashlights get a real polishing now to start the day, and the price is still just where it is easiest to read.—ROGER SEARLE.

Finds one way to stop the loss in selling nails—\$2

We always found it impossible to sell 100 pounds of nails in small quantities out of a 100pound keg. Unless the price charged per pound was large enough there was always a loss in paper, twine and labor. I finally hit on an idea that may be "old stuff" to many dealers, though I had never heard of it.

The idea is simply to use spare time to weigh out 3, 4, 6, 8, 10, 20, 30 and 40-penny nails in sack lots of 1, 2, 3, 4, 5 and 10-pound lots. Tie the packages up and mark the weight, size of nails and price on each. For instance, all our common nails in less than keg lots bring 5c. a pound. A one pound package of 3-penny common nails is marked this way: "1\$—3 penny—5c"; a five pound package of 8-penny nails is marked: "5\$—8-penny—25c."

These are kept in a convenient

place and when a customer wants nails all the time and effort of finding the right bin, weighing out the right amount and wrapping it are saved. Even the unusual numbers, such as 8 pounds, can be made up from two or more packages.

This idea has saved considerable time and labor and has been a means of employing spare time profitably. In addition it helps to get almost a hundred pounds of nails out of a keg.—Verne J. Salyards.

Another idea that saves you from running short—\$2

I note in a recent issue of GOOD HARDWARE a prize-winning suggestion with reference to red tags on the front of shelf boxes to guide the buyer in making up orders.

I would like to make another suggestion along the same line for the benefit of dealers who use shelf boxes. Instead of red tags which are apt to become soiled when lying inside of the shelf boxes, a simpler method is simply to pull out the box,

reverse it end to end and put it back in the shelving with the rear end out. If desired, the back end of the box may be painted to attract attention.

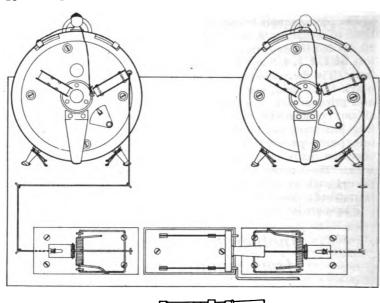
For dealers who do not like to cut the wires which hold the sample to the box to make a sale when the stock is down to the last one, this method will prove desirable, because reversing the box takes the sample from the sight of the customer.

—R. L. C.

Your idea may win a cash prize

GOOD HARDWARE invites every hardware merchant and clerk to write a short letter about something interesting in his store—whether it's a way of handling his deliveries or of an unusual stock arrangement, or what he did to keep the store cool in the summer or hot in the winter.

A prize of \$10.00 will be awarded every month for the most interesting idea sent in. And two dollars will be paid for every idea published. If you have photographs of your store interior or window displays, send them in, too. Address THE IDEA EDITOR, GOOD HARDWARE.



The clock arrangement that does your work

Make an alarm clock your night clerk

A good idea for making alarm clocks help in running the store comes from an article on, "How Big Ben Turns Window Lights On and Off." in a recent issue Tick Talk. This article describes a home-made device which enables the merchant to leave his store alone in the evening with the certainty that his window lights will be turned on and off at the right time. The scheme requires the use of two alarm clocks and two mousetraps. The article gives credit to Mr. F. H. Waldron, of Auburn, Wash., for being the first known to have used the device. He sets the two clocks and the mouse-traps, one for about eight o'clock, when it becomes dark enough for his window lights to go on, and the other for about eleven o'clock, by which time the crowds are off the streets and the lights are no longer needed.

At eight o'clock the first alarm clock goes off, winds up the string, releases the trap, and with an angry zip! the electric knife switch is thrown into place. At eleven o'clock the second alarm answers back and the lights go off. Meantime the merchant is at home, or out riding, or visiting, with nothing to worry about. A diagram shows how the connection is made to do the merchant's work.

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Set a daily sales quota—it helps you to know how you stand

YOU MAY BE RUNNING BEHIND A LITTLE EVERY DAY—AND YOU WON'T KNOW IT UNTIL THE PINCH COMES UNLESS YOU ADOPT A SYSTEM OF RECORDS

By A. M. Burroughs

Do you know whether your business is paying? Can you tell at the end of each day whether you have made money — or lost? This article shows you how to keep your records in such shape that you can tell in a moment how you stand — and such knowledge is added power in your business.

To operate a business successfully, it is necessary that you have some definite standards by which to measure results accomplished. You must have a mark to shoot at.

After an analysis of your territory and its prospects you may find, for example, that you can reasonably anticipate an annual sales volume of \$36,000. Then divide it like this:

\$36,000—Annually 3,000—Monthly

693—Weekly

116—Daily (6-day week) Your daily sales quota is \$116, but right now is the time to see if that will yield an adequate profit after your regular daily expense has been deducted. Make a chart of the daily expense that is involved when you open your doors every morning. The business month will consist of twenty-six days, and each week will consist of six days in applying rent, light, heat, etc. The figures given below are used only as an illustration of the principle. In practice these accounts must be carefully based on the actual conditions in your own store.

Rent	\$5.75
Light, Heat and Power	2.00
Postage, Telephone and	
Telegraph	1.00
Interest paid and Cash	
Discount given	1.00
Salaries	9,00
Taxes and Ins	-2.00
Shop Exp	3.25
Advertising	2.50
Depreciation	1.20
Gen'l Exp	.50
·	

\$28.20

In these expenses your own salary as proprietor is included. This is a part of the expense. You should draw a salary as well as any other employee of the business. It must be included in the salary amount if you are to have a true basis from which to figure your profit.

Cash Discount given is rent paid for money just as truly as interest, so that item is included in the expenses.

Depreciation is a c t u a 11 y figured annually. It should, however, be estimated and charged monthly. At the end of the year an adjustment can be made.

From your Daily Charts you find that your anticipated sales are \$116 daily and your fixed expense at least \$28.20 daily.

\$116.00 28.20

\$87.80

This leaves \$87.80 for the cost of the goods sold. For purposes of illustration, we will say that you mark up your merchandise 30 per cent. on sales (and all mark-up should be figured on selling price). Perhaps your mark-up is larger or smaller, because conditions vary in different localities. Using 30 per cent. your gross profit will be—

Expense	
Net Profit	6.60
% Net Profit	.057

\$31.80

200 of \$116.00

This is not an adequate return for the time, effort and capital invested. It would give you only about \$2,000 net return on annual sales of \$36,000. To increase the net profit you must do one or more of three things:

- 1. Increase selling prices.
- 2. Increase sales volume.
- 3. Decrease expenses.

Competition and established sales policies have fixed the sell-

ing prices pretty definitely and for this reason you cannot increase the mark-up.

But the last two factors are within your control. You can. possibly, increase your net profit both by increasing your sales and by lessening your expense. Better service, a more intelligent cultivation of territory and greater sales effort will increase your sales volume. You can add at least \$9 per day to your sales by these means.

By careful use of light and by the adoption of other economies, you should save 25c per day. You can probably save 25c a day in the store by eliminating wastes and lost time. Possibly a salary saving of 50c per day may be made in the salary account.

On this basis re-figure your Daily Quota of Sales and Expense and Profit.

Sales

\$39,000—Annually 3,250—Monthly 750—Weekly 125—Daily

Expenses

Rent	\$5.75
Light, Heat and Power	1.75
Postage, Telephone and Telegraph Interest paid and Cash	1.00
Discount given	1.00
Salaries	8.50
Taxes and Insurance	2.00
Shop Expense	3.00
Advertising	2.50
Depreciation	1.20
General Expense	.50

\$27.20



Profit	
30% of \$125	\$37.5 0
Expense	27.20
Net Profit	\$10.30
% of Net Profit	.0824
Net Profit on Annual	

What you must sell

\$39,000 is \$3,213,60.

If 30% is your Gross Profit and your fixed daily expense is \$27.20, then you must sell each day \$90.70 worth of goods before you have made a cent of profit.

For 30% of \$90.70—\$27.20 Daily Expense.

Then 30% of every additional dollar's worth of goods you sell is Net Profit.

Set up this daily quota. Keep a record of it. Compare your actual sales with your quota every day. Your quota should be your minimum performance. When you fail to make your daily quota, add the deficit to the quota for the following day and thus keep even with the game.

Walks 114 miles for a bucket of water

"Would you let your wife walk 114 miles for a bucket of water?" This question, asked by a New England hardware dealer in a newspaper advertisement, brought him many sales of pumps and pipe for running water into homes.

He ran across the idea while talking to one of his woman customers who told him she estimated that she walked 114 miles every year in her trips from her kitchen to the well in her yard. She found that she averaged fifteen trips a day. If she were to do all of the walking at one stretch she would be walking from her home to Boston and return for the water she needed.

When she told her husband about it he immediately went to the local hardware dealer, bought sufficient pipe and a pump and had the water piped into his kitchen. Now the pipe carries the load and saves the woman's shoulders.

Running water from this tree trunk

Visitors to the hotel on Mt. Lowe, Calif., are amazed to see a water faucet protruding from a knothole half way up the trunk of a tree. The pipe is laid underground to the tree, where it enters between the roots and up through the hollow trunk to the knothole, and there is no sign of any entrance.



Wouldn't this surprise you?

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Burning the hammer silences knockers

A well-known hardware article—a hammer—was made use of some time ago by the Seattle business men as a striking object lesson to all "knockers" in that city.

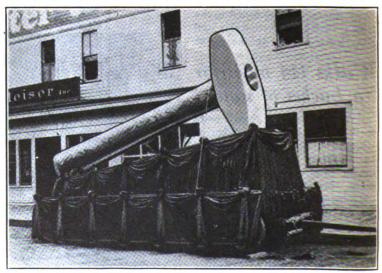
A huge catafalque, bearing a 32-foot-long hammer, weighing 600 pounds, was drawn through the streets, followed by 3,000 business and professional men.

After the procession it was placed upon a funeral pyre and cremated. The procession was preceded by a band playing dirges. All the solemnity and pomp of an impressive funeral was observed.

If such a ceremony as burning the hammer does not result in any material reduction in the number of those who chronically find fault without cause, it should serve a good purpose by teaching the public to pay little attention to such grumblers.

Toast display sells gas toasters

In putting on a special sale of a lot of popularly-priced gas toasters, a western store filled a section of one of its display windows with the toasters. nicely-browned pieces of toast were placed on each of the four sides of the toasters. The display drew a great deal of attention as so much toasted bread in one spot is not often seen. number of small cards stating the "special price" were also arranged conspicuously. In this way a few loaves of bread put over the sale in good shape.



In order to silence the town knockers, merchants of Seattle burned this 32-foot hammer in a public demonstration



THE MENU

Teacher: You dirty boy. Why don't you wash your face? I can see what you had for breakfast this morning.

Bob: What was it? Teacher: Eggs.

Bob: Wrong. That was yesterday.

THE HEAT

A bow-legged man was standing before a very hot stove warming himself. A small boy watched him intently and then broke out:

"Say, mister, you're standin' too near the stove; you're a-

warpin'!"

The demand for brains is one thing that is never exceeded by the supply.

WANTED SOME

Lecturer: Can any of you tell me what makes the Tower of Pisa lean?

Stout Student: I don't know, or I would take some myself.

SO THEY DO!

A witty individual saw a notice in the window of a hardware store, "IRON SINKS," and he went in and told the owner that he knew iron sank. "Yes," said the proprietor, "and time flies, wine vaults, grass slopes, music stands, Niagara

Falls, sheep run, holiday trips, scandal spreads, India rubber tires, the organ stops, the world goes round, and trade returns."

The joker bolted, but a moment later he stuck his head in the door and remarked: "Yes, I know, and marble busts!"

There are some people who hate profanity of every kind unless they are using it themselves.

HIS SLOGAN

Older Sister: Johnny, go shave your dirty face!

Brother: Nothing doing—I'm "Saving the Surface"!

THE OLD DAYS

Purse-Proud Man: Look at me. I started in a store at fifteen, and when I was twenty I was worth \$3,000.

Other Chap: Yes, but you couldn't do that nowadays, when every store has a cash register.

A PUZZLE

Little Mary and her mother were having lunch together, and the mother, who always tried to impress facts upon her young daughter, said: "These little sardines, Mary, are often eaten by the larger fish."

Mary gazed at the sardine in wonder and then asked: "But, mother, how do the large fish get the sardine cans open?"

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Drawn for Good HARDWARE by Art Helfant

CAUSE AND EFFECT

Old Lady (to beggar): But your story has such a hollow

Yes, missis; that's the natural result of speaking with an empty stummick.

LATEST OUT

Polite Clerk (showing goods): Here is something I would like to call your attention to, madam. It's the latest thing out.

Mrs. Rounder: If there's anything out later than my husband I'll take it, if only as a curiosity.

READ THE ADS

A little girl who is just learning to read short words, takes great interest in the big letters she sees in the newspapers. The other evening, after she had kept her mother busy reading the advertisements to her, she knelt

down to say her prayers.
"Dear Lord," she lisped, "make me pure." Then she hesitated and went on, with added fervor, a moment later, "Make me absolutely pure, like baking powder!"

The successful salesman first sells himself on his proposition.

NO PROFANITY

An old man, carrying an ear horn, sat near the announcer on a sight-seeing bus in Chicago. As they went under the elevated tracks, the old man pointed upward and asked, "What's this bridge, mister?"

That's the the

nouncer replied.

The old man placed the horn to his ear and inquired, "The you say?"

"Ladies present," warned his "No profamity, informant. please."

BUSINESS

"Smile!" commanded the photographer. "You look too mournful."

"But I'm going to use this in my business advertising," the

subject protested.

"Well, don't you think it would be better for your business if you didn't look so solemn?"

"No," was the surprising reply. "Who in the thunder would hire a grinning under-

taker?"

clock-store.

A HARD TASK

Mrs. Gasper: Did you wind up my poor dead grandfather's business as I told you?

Mr. Gasper: I did, and my fingers are all blisters. Why didn't you tell me he owned a

JONAH

DAMUL Teledes ---

Sunday School Teacher: Osgood, what happened to Jonah? Osgood (whose dad hasn't spoiled him): He got whaled.

THE LIMIT

"See here," said an excited customer in a grocery store, "here's a piece of wood in the sausage you sold me!"

"Yes, sir," replied the grocer,

"but I'm sure-er-"

"Sure nothing! I don't mind eating the dog, but I'm blowed if I'm going to eat the kennel too!"

NO SUBSTITUTE

A sportsman strode into a butcher shop and, with the air of a man who meant business, said:

"Can you sell me some nice

plump pheasant?"

"I'm sorry I haven't any left, sir," said the butcher, "but here are some fine sausages that I can recommend very highly. I'm sure your wife will be delighted with them."

"Sausages be blowed," yelled the sportsman; "how can I tell my wife I shot sausages?"



Young Tracy Williams, the boy dealer of Milford, says, "If you give a feller enuf rope he'll shore hang hisself. Buy in small hunks an' as often as all get out," says Tracy.

MADE THE SALE

The hard-working salesman had vainly ransacked the whole of his shop in his efforts to please an old woman who wanted to purchase a present for her granddaughter. For the fifteenth time she picked up and critically examined a neat little satchel.

"Are you quite sure this is genuine alligator skin?" she inquired.

"Positive, madam," said the dealer. "I shot the alligator my-self."

"It looks rather soiled," said the lady.

"That, madam, is where it struck the ground when it fell off the tree."



This is one of the first stoves made in America

America's first stove was built in 1767

Before 1760 very little was known of stoves, for they were a luxury for the wealthy only. The open fireplace was all that was known prior to that time. Although many of the smaller buildings and huts were comfortably heated in this fashion, many of the larger buildings could never be heated to any degree of comfort during the cold winter months.

What is probably the oldest stove produced in this country was made in 1767, nine years before the Declaration of Independence, and is owned by a Michigan stove company, which has had it on exhibition in various parts of the country. It is an old-fashioned box-stove, of the "10-plate" variety (so-called because made up of ten pieces). It stands on legs or end supports, similar to those of a sewing machine, except that they

are about half as high and of much heavier casting. The total weight of this stove is 500 pounds. It is 3 feet long, 32 inches high, and 18 inches wide. There is no grate in the bottom, the fire being built directly on the bottom of the stove. The heat passes from below the oven, back of it, and over the top of the pipe.

The outside has scrolls, designs and crowns in relief, much after the fashions of many stoves of to-day, and on both sides, cast with the metal, are the words, "Hereford Furnace, Thomas Mayburry, 1767."

Invites cars to park in front of his store

When many of the rctailers in the business district of a California town began to put out little signs that read, "Do not park here," a wide-awake dealer made capital of the opportunity and put a sign before his store with an invitation to cars to park before the store. As long as he knew that they were not infringing on any city ordinances he knew that only a few could park there; but he knew that many would read the sign and say to themselves that he was "a pretty white chap after all." The reputation for hospitality and generosity could do him no harm and might do him considerable good.

Vote early—use the colored card enclosed

Google

Watch the junkman! When he buys you can sell

EVERYTHING THAT THE JUNKMAN BUYS IS OLD AND WORN OUT. YOU CAN SELL NEW GOODS TO REPLACE WHAT HE BUYS

By W. T. Whitehead

H OW many hardware merchants see any connection between the activities of the junk dealers and their own businesses? A few, maybe. many at the most. What would be thought of a hardware dealer who, in the Fall of 1922, had used the junk dealers as a barometer of what the hardware business was going to be? Not right in his head, some might conclude, but Robert C. Johnston, head of the W. Charles Johnston Co., of 117 Broadway, Newburgh, N. Y., works that way and he has built the Johnston business up from a one boss and one clerk

store, to one employing five floor salesmen, two outdoor salesmen and an office force of three. When he took over the business in 1917. on the death of father, the store did a business of \$47,000 a year. During the first ten months of 1922 it did a business about \$700,000.

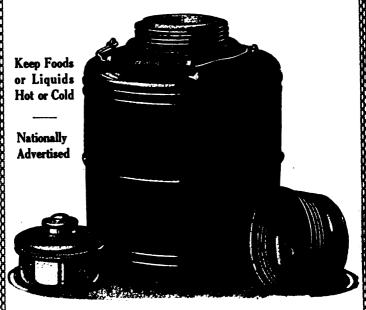
You can tell from the junk dealer in your district whether your trade has money to spend. If the junk dealer is buying, people are going to get new things to replace the old. Watch what he buys and find out who he buys from. Then you can sell the new articles to replace the old

Mr. Johnston's theory that the junkman's wagon furnishes a good barometer for hardware men and their business has logical foundations. He figures that junkmen pick up worn-out materials, articles which have outlived their days of usefulness. More important is the fact that when useful articles are worn out and discarded they must be replaced by new. serviceable substitutes. If the junkman's wagon is full at the end of the day the hardware man has leads which should help him to sell a wagon-load of new hardware.

The junkman's wagon is also

taken as an indication of the general prosperity of a district. Unless times are fairly good people do not discard machinery or anything else. "We'll make it do for this season," says the farmer and he repairs his mowing machine again. But if times are good the farmer feels





Our New \$5.00 Jar

One Gallon Size-Large Opening

Here is the sensation of 1923 in thermal containers—a genuine Aladin Thermalware Jar to re-

tail at \$5.001

It is full gallon capacity—has large opening which admits hand, so it can be used interchangeably for food or liquids—aluminum cup and collar, with steel jacket, handsomely finished in Brewster Green Enamel. Inner container of vitrified earthenware finished in white glaze.

This new type Jar at the new price now puts the genuine Aladdin Thermalware Jar within the reach of every one. Judged by appearance, it looks worth double the money!

We will also have ready for delivery about March 15th, two new styles in our glass-lined Aluminum De Luxe line—Two Quart, \$7.50; One Gallon, \$10.00.

ALADDIN INDUSTRIES, Inc.

609 W. LAKE ST.

Dept. A

CHICAGO, ILL.

that he can afford a new machine and he gets rid of the old, worn out mower.

There is an interesting story of how Mr. Johnston came to go into the hardware business, that might not be amiss to tell before going on with why he uses junkmen as his barometer. The business of W. Charles Johnston Co., was founded back in 1858 by the present owner's grandfather. It was a saddlery business then. In 1882 Mr. Johnston's father inherited the store and business from his father. The new owner, with a desire to cultivate and play to his father's country clientele. made it a wagon, harness and farm implement business. built up a big business-big for those times-it took two men to handle it, while one man had managed the saddle business. In 1917, Robert C. Johnston, the present power, inherited the business.

A new line needed

When he found himself in possession of the business, he discovered that automobiles were wrecking the wagon business. Like his father, young Mr. Johnston looked about for another business in which he could make use of the country customers the house of Johnston had developed. Finally it dawned on him that hardware was a staple business that would probably outlive many others. In the places of farm wagons, hay riggings, sleighs and stonedrags, he put in a line of modern farm machinery. Then, by

first class mail, he told every farmer on the Johnston books what he had done. Business began to come. It was bound to come for everyone within 25 miles of the Johnston store knew he could depend on anything bought from Johnston.

That was how it started. Today it is possible to get any article of hardware from a twofor-five fish-hook to a modern silo filler in the Johnston store. A clerk for Johnston is just as considerate of the customer who comes in to buy a box of tacks to hold down the kitchen linoleum as he is of the man who has dropped in for milking machines or farm tractors.

Hardware and the junkman

The relation between Mr. Johnston's hardware business and the activities of the junkmen was brought to the attention of the writer when he and Mr. Johnston were talking in front of his store. Two junk dealers' rigs came from the country direction. As wagons got directly opposite us, Mr. Johnston said: "Pardon me one moment," and stepped out into the roadway, halting the wagons. He walked around both, noting their contents, asked the drivers some questions, passed them a cigar each, and returned to the sidewalk.

"Going into the junk business?" asked the writer.

"No," said Mr. Johnston,
"But I think I'm going further
in the hardware business. Did
you notice that wrecked harrow
and mowing machine in that
first wagon?" We had not, and

remarked that old iron was junk to us.

"Yeah," said he, "that is the trouble with most of us. We do not notice what we see."

"What, in particular, did you notice that you saw in those two loads of junk?" we asked.

"I noticed," said he, "that one farmer has discarded a broken harrow, and that another has junked an old mowing machine. I asked the junkman from whom he had bought them. He knew one farmer's name, and gave me the location of the farm from which he got the other. That means to me that two farmers are in the market for a harrow and a mowing machine. Come inside while I list them before I forget."

Inside the office he opened a book, wrote something in it, closed it and said, "Our road man will call at both of those farms on Monday and try to sell them what they need. A road salesman might talk to a farmer for hours and not know definitely that he is in the market for a mowing machine or a harrow; but when we see a junkman with the farmer's harrow or mowing machine on his wagon, we are reasonably sure of him."

"Those aren't the only articles of hardware you deal in, mowing machines and harrows, are they?" we asked.

"Not so that you can notice it. I haven't told you what I saw in the second junk wagon,

"In that wagon," he continued, "I spotted two discarded lawn mowers, one wrecked cider-press, five broken

pick-heads and any number of small articles of hardware, such as lawn hose nozzles, mailorder house chisels and screwdrivers.

Goods must be replaced

Isn't is quite plain that the persons who sold those lawn mowers will have to cut grass next summer just as they have done in summers in the past, unless, of course they let it grow to hay? Don't you suppose the man who got rid of that cider press is going to want another? I got the lawn mower addresses. We'll probably dig up the cider press customer as we make our rounds in the country districts. The same will be true of the pick-heads and other small pieces. If you saw a junk wagon filled to capacity with pick-heads, what would it tell you?

"Of course it would mean that the junk man had had a good day's business, but to the wide-awake hardware dealer who is constantly looking to see how business is going to be, it means that a load of pickheads have been put out of the market and that another must take its place. The same is true of all metal junk."

You tell 'em. The hardware trade is interested in what you think of the decimal system. Mail the ballot today.



2000 dealers vote on the decimal system

(CONTINUED FROM PAGE 11)

makes it possible even to pack in units of 9, 16, or 25 where goods are of such character as to demand it. However, 10, 50 or 100 is not such a cumbersome packing unit as many may imagine. We must bear in mind that many lines of merchandise have for years been packed in units of 10, 100 and 1,000, with complete success.

Another objection raised is that, in some cases, the total sales will be cut from 12 or 144 to 10 or 100. In other words, the sales will be smaller but more frequent. This, instead of proving an objection to the decimal system, is one of its biggest benefits. If the decimal system will make the hardware dealer buy in smaller units and more often, it may prove his salvation.

We have but to study the grocery business to find this principle demonstrated. Up to few years ago, everybody sold to grocers with no regard to turnover. The result was a large stock and slow turnover with all of its evils for both grocer and jobber. Slow turnover left the door wide open and in walked the chain grocery store with a small compact stock, and a quick turnover proposition that put thousands of grocers and jobbers out of business. The grocer has learned that if he wishes to survive, he, too, must buy often in smaller units and get a more rapid turnover.

The only thing that will keep the chain store and the syndicate out of the hardware business is good merchandising. Don't forget that quick turnover (purchasing more often and in smaller quantities) is a cardinal principle of good merchandising, and if the decimal system is going to enable a dealer to cut his average purchase on slow-movers from 12 or 144 to 10 or 100, if it is going to cut his capital invested by 1/6, if it is going to be responsible for his buying more often and getting a more rapid turnover with all its attendant profits and benefits, then that which is called an objection becomes a real benefit, a factor in the very preservation of the established order of distribution.

Another objection raised to the decimal system is that it We must will be confusing. not forget, however, that we al3 ready have the decimal system in many lines. It is the variety of systems we have that makes a lot of the confusion, and one universal system is the only remedy. At present, we have to contend with the confusion of too many systems—the confusion and inconvenience of the dozen system, the gross system. the pair system, the ream system, the quire system, and other systems of by-gone ages. universal system is the solution.

Other objections offered are largely of the type that opposes any change: "We have a system; why fool?" "The old system is good enough." "We do not see any great advantage in the decimal system."

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Champion X is the one spark plug recognized as the standard for Ford cars, trucks and tractors. Millions are in daily use. They are a sure profit maker for you. Progress in motor standardization has made possible the reduction of the Champion Blue Box Line to seven numbers. These seven types cover the requirements of every engine made in quantity. The Champion X and Champion X Long meet the needs of Ford cars, trucks and tractors.

With the very minimum investment, the Champion dealer can now carry stock to meet absolutely all calls. His stock turns faster and makes him more profit if he carries the full line of dependable Champion Spark Plugs.

Champion Spark Plug Company, Toledo, Ohio

Champion Spark Plug Company of Canada, Limited, Windsor, Ontario

Only One Spark Plug is Entitled to the Name Champion. You Can Identify It by the Double-Ribbed Core.

CHAMPION

Dependable for Every Engine

Are you ready for a big seed business?

(CONTINUED FROM PAGE 17)

One of the simplest (and one of the best) windows is a simple growing garden (see accompanying cut). It is easy to arrange. All you have to do is rig up a miniature wood or wire fence in the middle of your window, get some rich earth, and sow some oats or grass seed. This little garden, touched by the sun and changing from day to day, will stop passersby and will maintain a continued interest. After the planting season is over, you can vary the display by adding new garden tools, hose, and other spring sellers.

A seed window feature that interested hundreds was a picture made by an artistic window man of seeds glued to an outline on cardboard. The seeds were of various colors and some shades were mixed to form off shades. It was framed in rows of seed corn glued on as a border. A picture of it is reproduced here.

Seeds bring allied sales

Another point: At present, large quantities of seeds are bought by mail, either from the big, general mail-order houses or from seedsmen who sell by mail. The hardware dealer who can get a farmer to come to his store to buy seeds has just that much more chance of getting that farmer's business in other commodities. Or, looking at it from the other point of view,

every time a farmer buys seeds from a mail-order house he is quite apt to include an order for garden tools and implements that he might buy from the local hardware store.

The store that plans ahead is the store that is ready to do a big business when the scason comes in. Some stores have been busy for months signing up farmers for bulk seeds for spring delivery, laying out their stock for the rush period, and getting everything in their store ready. Are you all primed?

Here's a good stunt for collections

H. S. Dodge, Long Beach, Cal., sells a good many articles on instalments to women who have had little or no business experience. For that reason they look on a statement as a dun and very often get highly offended. So Mr. Dodge tried a new plan that brings them in with the money and a broad smile. He simply takes one of his business cards and on the face of it writes "over." on the other side he writes "Poor Dodge" and mails it in one of his business envelopes with no other enclosure.

Dodge says they see the point right away, which saves him the expense of employing a collector and keeps him on good terms with his customers.

Don't fail to vote on the decimal system. Card enclosed.

SARGENT



The big selling point of Sargent Framing Squares is that they do all the complicated figuring for the carpenter. Angles and cuts common, hip, valley, jack and cripple rafters are quickly calculated. It isn't necessary for the carpenter to be a mathematician to use it—and you can tell him so. Tables complete, clear, correct, final. It's a tool that you should be selling.

Building Business on The Square

The square is one of the most important tools in the carpenter's kit. With the development of the self-calculating square the workman has become more and more dependent on the maker's accuracy. He must accept the tables and measurements stamped on it largely as a matter of faith.

SARGENT SQUARES

justify the buyer's faith. They justify your salesefforts and enthusiasm in their behalf. And the results they give, the reliance they earn, must suggest your store when the carpenter needs other tools.

SARGENT & COMPANY, Mfrs. NEW HAVEN, CONN.

NEW YORK

CHICAGO



The Double Profit Line

Selling Upressit Double Seal Fruit Jars and Upressit Airtight Jelly Tumblers you made twice the ordinary profit. Housekeepers gladly pay more for Upressit because it prevents all spoilage and is so convenient.

A "snap" seals. Another "snap" opens. Another "snap" reseals airtight.

ples and hear the "SNAP" that makes quick sales — and gives you double profit.

Upressit No-Clog Salt Shaker Sells to Everybody

A "snap" frees the clogged holes instantly. Sells to everybody, even those who have plenty of old-fashioned shakers at home. 10c each, 20c the set. 2 dozen sets in display carton.

UPRESSIT PRODUCTS CORPORATION Long Island City, N. Y.

Check be	low the	free samples	wanted an	d mail.
☐ Fruit Ja	ır 🗆	Jelly Tumble	er 🗆 Sal	t Shake
Name				 .

My jobber is

Address



Say you saw it in GOOD HARDWARE Digitized by

Reaches parents by selling to schools

A New England hardware merchant did not overlook the schools as a method of increasing his business. He went after the trade of the schools and institutions that made a practice of planting gardens in which the scholars or the inmates did the work. These schools and institutions needed more garden equipment every year, so the wise hardware merchant got after them early, solicited them for this business, and tied it up.

Worked through students

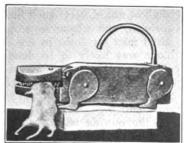
Also, where the schools instructed their pupils in the best methods of getting good garden results, it was quite natural that the students should talk so enthusiastically about gardens that their families wanted to have gardens of their own. The hardware dealer set out to get the names of all the students who did any gardening under the direction of the school supervisors, and then solicited the parents of these children to purchase garden equipment. He obtained the names of these pupils without much difficulty from the teachers and principals.

Of course, in soliciting the parents of the children he informed them that the store had sold to the school the equipment which was being used by the scholars. This information at once made the parents view the store and its proposition with considerable favor and helped in closing some sales, which other-

wise might not have been made. In selling, to the parents he emphasized the fact that the children were gaining in health by reason of their garden activities and that similar activities would be a splendid thing for the older folks. All this helped the store greatly in selling garden tools.

This rat-trap looks like a dachshund

A Mansfield, Ill., inventor has devised a trap for mice, which deserves mention for originality of structure if for nothing else. The mechanism consists of a wooden figure of a dog within which is a strong rat-trap. the tail were changed, the mechanism would make a splendid alligator. Although the tail seems to serve only as an ornament, it is really the most important part of the trap. must be moved down to set the trap. When the mouse touches the bait-plate, which takes the place of the dog's tongue, the upper part of the jaw comes down with a thud and the tail goes up. A strong spring operates it. The illustration shows how the trap "eats 'em alive."



No mouse can crawl out of this picturesque trap

State laws against bathtubs

The first bathtub in America was placed in the home of Adam Thompson, at Cincinnati, in December, 1842. It was the sensation of the day. The average boy of today vigorously objects to using the bathtub, but back in those days not only the boys but the men, the town officers, and even the very doctors themselves considered the invention a dangerous thing and one likely to injure the health. Physicians declared that bathing in such a "vessel," especially in the winter, would cause rheumatism, inflammation of the lungs, and even pneumonia. In 1842, Cincinnati citizens also maintained that the introduction of such a contrivance showed clearly that Americans were growing "effete" or weak, and revealed a snobbish inclination to imitate aristocracy of Europe.

Thompson, indeed, first got the idea of having a bathtub after seeing one in London. Lord John Russell had brought one to London from Paris, in 1828. bathtub seen by Thompson, however, was nothing but a round, shallow affair, very much like a dishpan, and whenever a fairsized man sat down in one the floor was likely to be flooded. Thompson, being an inventive fellow, planned a more convenient and costly tub, long, narrow and high. It was covered on the outside with mahogany and on the inside with lead.

Thompson puzzled for sometime over the matter of getting

hot water at all hours for his bath-for there were in those days no hot water tanks attached to stoves-but he solved the problem at last by putting a tank in the attic and running a coil of pipe from this down through the kitchen chimney and thus into the tub. Thompson must have been well pleased with the job, for one of his Cincinnati friends declared that he took ten baths on December 20, the day the work was completed! It seems certain that on Christmas Day, after dinner, he led his guests to the bathroom and persuaded four of them to bathe.

Boston banned bathing

Strange as it may now seem, city authorities attempted prevent the use of such a convenience. Boston, in 1845, made such a method of bathing unlawful except on the advice or permission of a physician, and the city council of Philadelphia failed by only two votes of passing a law making the use of the bathtub unlawful between November 1 and March 15. Even state authorities began to take notice of the invention, and the legislature of Virginia passed a statute placing a tax of \$30 a vear upon every bathtub found in the state. This failed to stop the growing popularity of the contrivance.

John Simpson, a plumber, of New York, invented a zinc tub in 1846, but was refused a patent; in 1847, the first bathtub in that city was installed in a residence; and by 1850, New York alone had 1,000 of them.



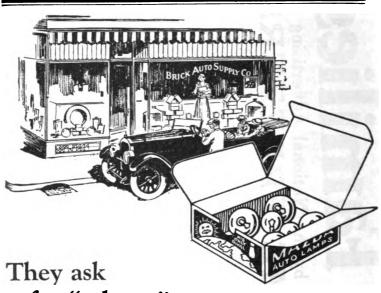
ACME FREEZERS will be advertised continuously in Ladies' Home Journal, Good Housekeeping, Farmer's Wife and Country The ad, reproduced on this page, appears in the April issue of

2 Sizes Retailing at:

qt. size, heavy tin or galvanized, \$1.25. qt. size, heavy tin, galvanized, Order through your jobber

Factory Selling Agents: BEH & CO., 1140 Broadway, New York RITTER CAN & SPECIALTY CO., Philadelphia, Pa





for "a lamp"—
but Brick sells 'em six

BEN BRICK, of the Brick Auto Supply Company, Paterson, N. J., is another dealer who is making big profits out of Edison Mazda Auto Lamps. He sells them by the kit.

"Your 6-lamp kit is greatly increasing my lamp business," he writes. "Recently I sold kits to 30 out of 55 customers who asked for 'a lamp'. That means

that I sold 150 additional lamps by the use of the kit."

Figure his profit for yourself—a profit made without extra effort. He just "asks 'em to buy"—and shows the kit.

Be the Ben Brick in your town or neighborhood. Write today to your jobber for information about the Edison MAZDA Lamp Auto Kit and our plan of dealer cooperation. It will help you sell six lamps instead of one.

Edison Lamp Works of General Electric Company, Harrison, N.J.



Putting his store on wheels gets country trade

(CONTINUED FROM PAGE 22)

the use of space regularly in Northampton's one daily newspaper, which covers most of the territory the firm wants to reach, an extra amount of display advertising being used on occasions. Mr. Campbell, who originated the outside selling plan, looks after all advertising for the firm in person. A mailing list is kept up to date and circulars are sent out systematically. Every time a bill or letter is mailed, two circulars are inclosed, one store circular and one the special literature prepared by manufacturers of well advertised lines.

The circularizing requires a lot of personal attention—to see what goes into the envelope and to whom it goes. It would never do to send an advertisement of an insecticide to the matron of a Smith College boarding-house, yet she, as well as the farmer with potatoes that need spraying, are potential customers.

As for the slogan spoken of, "You can get it at Sullivan's," it was due to a remark made by a Smith College professor. He came down from the college one day to make a purchase. When riding up in the store elevator with Mr. Campbell he commented on the variety of things to be found in the establishment and spoke of an inquiry a friend of his had made for a certain article.

"I told him," said the pro-

fessor, "'You can get it at Sullivan's.'"

This catch-phrase was employed immediately with good effect. It appears in all the store literature and advertising.

Mr. Campbell places high value on the advertising his company gets from another source, the fact that so many people see the firm's name on the delivery trucks. His company is selling goods in towns that are much nearer to other dealers who do not make deliveries. People like to trade with firms that bring goods to the door. Even if they own automobiles to go to town in, they do not care to load them down for the return trip.

Tripled their business

Mr. Sullivan, the senior member of the firm, established the business forty-five years ago. He is one of the oldest men in active business life in Northampton, having taken over an old feed and flour store and added hardware and farming implements to the lines carried.

Mr. Campbell does the office work and attends to the advertising. He and G. A. LaMontagne, who has charge of the houseware department and has built it up till it is generally recognized as the best in the city, came into the firm about seven years ago. In 1921 the firm did three times the amount of business it did in 1915. The saying that "Two heads are better than one" might be amended by striking out the word "two" and inserting the word "three." It has been proved in this case.

Your paint profits depend on what you do now

(CONTINUED FROM PAGE 37)

ing your brands. Make your windows educational. By simply setting a pile of cans in your windows, you do nothing but tell the passerby that you sell paint. But if you show the use of paint, a piece of floor, a chair or a section of wall nicely painted, you will make people want paint. You sell the paint and varnish idea which is con-Study your trade papers for good window ideas. In this and other issues you will find window suggestions.

7. Cash in on the Save-the-Surface Campaign. The Save-the-Surface Committee is spending thousands of dollars and you get the benefit if you will only tie up to it. A letter to Save-the-Surface, The Bourse, Philadelphia, will bring you complete information.

Display your paint

8. Display paint prominently in your store. Even though your paint department is in the back room or down in the cellar (where it should not be), you should, by all means, have a paint display during the next two months in a prominent location on a front counter, or in some other conspicuous place in the front of your store, so that every customer will be reminded of paint and varnish.

9. Send paint letters to the home owners in your community whose property is in need of paint. If you live in a small

town, your delivery man or the R. F. D. mail carriers can be of assistance to you in carefully checking the telephone directory for good live paint prospects. Keep going after them at frequent intervals.

10. Take advantage of every promotion stunt offered by your manufacturer, such as contests, coupon deals, sampling propositions, demonstrations, etc.

Canvass unpainted homes

11. Make a systematic canvass of the property owners in community who buildings needing paint. During the dull hours your clerks can make personal calls on many of them. This will give you an opportunity to see which your clerks are real salesmen. If you have outside salesmen, be sure to have them carry paint color cards. Have them leave one and give a little paint talk every time they meet a man or woman who has property needing paint.

12. Tie up with, and take part in, your local "Paint-up and Clean-up" Campaign. No doubt your Board of Health or Mayor is setting aside a definite time for paint-up and clean-up week. Get in touch with the committee, and tie up your name with the movement. It will make people think of your store when they think of paint.

13. Make a collection of snapshots of all the residences and public buildings in your community for which vou supplied paint. It will prove one of the most effective pieces of selling material you have ever had.

Delivering the Demand



THE Heddon Game Fisher is the wooden lure marvel of the season. Its flexible, triple acting movement is unquestionably the most animated and lively ever attained in an artificial minnow.

Heddon-Stanley — the new weedless pork rind bait, taps a rich market for you. Nootherpork rind device approaches it in appeal to the angler and in profit possibilities for yourself.

ANGLERS—everywhere—literally by the hundreds-of-thousands, are seeing the mammoth double-page announcements of these two extraordinary lures—beyond all doubt the most interestawakening, sales-producing contributions ever made to the bait casting field and tackle trade.

This demand is delivered right to your door by the powerful force of this mighty campaign. Be ready for it. These lures are going to be bought in swamping quantities that will tax factory capacity. Get your samples at once and follow with fearless stock-order — early.

James Heddon's Sons,

Dowagiac, Mich.

Heddon Fishing Tackle

Wm. Croft 🙉 Sons, Ltd., Toronto, Can., Sole Canadian Representatives

IN 11 years of Field and Stream Magazine's Prize Bass Contests Heddon Rods and Heddon Baits have outstripped by overwhelming majorities the combined showings of all other makes of tackle that can be brought into fair comparison.

Summary: Keep in mind that only about one-fourth of the paintable property in your community is protected. The average amount of paint and varnish that every family uses is getting larger every year. That's why the paint business responds so quickly to a little extra effort or push. There is probably not another line in the hardware store that will bring so much return for the energy spent in promoting it as paint and varnish. But whether you are going to increase your sales, along with the thousands of other hardware dealers, whether you are going forward this year or whether you are simply going to stand still, depends on what you do during the next two months. The iron is not merely hot now-it is sizzling.

Two merchants find cooperation pays

"I have a friend who is in the seed business," said a successful middle western retail hardware merchant, "and this friend and I cooperate a lot in giving each other prospects for business.

"Here's the point:

"Every time a man comes to my store and buys garden hose I know that he is interested in keeping his yard looking nice and is, consequently, interested in seeds. So I get his name and give it to my seed friend and my friend then calls up this man and solicits him to buy seeds. The same thing is true of men and women who come to me store to buy trowels and other implements for use in gards work. And, of course, I two over these names to my friend the seed merchant, who the gets after them to buy seeds

"In the same way, when man or woman comes into a friend's seed store and but garden seeds or lawn graseed, my friend knows that these people should be got prospects for me for the satisfaction. So my friend gives me is names of these people and call them up and solicit the patronage.

Turnabout helps both

"By this cooperative method both my friend and I have creased our business considerably in recent years and has made regular patrons of peor who, in many instances, he never before been in our storal and whose patronage we missingly have secured.

"And it strikes me that this stunt there is a good sugestion for other hardware me Surely there is some seed me chant with whom the hardware merchant could hook up on sua proposition as this to his own benefit and to the benefit of the seed merchant. It seems to me that this is a splendid system.

Do you want to cut out some of the drudgery in the hardware business? See page 7.

Your jobber's salesman may have some ideas for you

THE INFORMATION A SALESMAN PICKS UP IN HIS TRAVELS ABOUT THE COUNTRY MAY BE TURNED TO FINANCIAL ADVANTAGE FOR YOU

By a Hardware Salesman

"Yes," said the genial hardare salesman, as he pulled a tile memorandum book out of is pocket, "it only takes me a soment to make a note of the ea back of a merchant's selling theme, and the next towns I sit on my trips get the benefit the other man's sales ideas. I almost any line you can pick I new and valuable ideas if you y to cultivate a 'nose for news' the selling game."

Here are some of the ideas is hardware salesman picked in one trip for his firm:

JNE day, while I was in a nall town on my last trip, I as surprised to find a crowd ound the local hardware store. "An accident," I thought, bere I had reached the spot. But hen I did get there I found at they were attracted by the ght of three big fish placed on large cake of ice which was t in a shallow pan. A show urd in front of the pan read: Caught in our own river. Why on't you go fishing?" The rest f the window was filled with hing tackle and equipment.

When I spoke to the proprieor he laughed and said, "Pretty early every man and boy in win has been stocking up. ome just buy a few hooks, but did sell my best reel and pole just a few minutes or so ago." It was the sight of the actual fish together with the natural desire that made the human interest appeal in the window and sold more fishing tackle for that dealer in one day than he had sold in some whole seasons.

"Having a corking time," was the stencilled announcement I read in another store window up the line. In this window were corks of all sizes and kinds. And in paper sacks there were assortments of corks that the housewife could add to her kitchen supplies. The cost per sack was a little less than the cost would have been had the women chosen separately, and that day, as the clerk said, the store did a "corking" trade.

Our zero hour

"I found our zero hour was on Tuesday morning between opening time and ten o'clock," said another merchant I was selling to, "and I figured out that we ought to run something for that time that would make trade for us. So on Tuesday mornings now we hold hardware rummage sales. Odds and ends collected from the stock or goods bought for a 'special' are put on a table and sold at a small margin of profit. The increased sales in other lines of goods

Cultivate your job-

ber's salesman. May-

be he hasn't been in

business as long as

you have, but his ex-

perience is greater be-

cause he meets more

merchants and gathers

more ideas than you

have the opportunity

you if you'll let him.

The writer of this ar-

ticle offers a few ideas

which are of interest

and value to hardware

retailers

to. He's willing to pass those ideas on to

make the venture worth while, and now Tuesday mornings compare favorably in sales with other days of the week."

One store I ran across had an unusual window trim and when

I asked the proprietor how it worked, he said: "Fine. It makes' 'em buy." Then he went on to explain how he hit on the idea.

"Being a man, I didn't half appreciate the attractiveness nor the utility of the newer glass baking ware. But when I went home one day and was served a dish of baked beans

and a lemon pie in those same glass cooking dishes, I saw how nice they looked, how easy they were to serve hot dishes in and how much they added to a table. I went to the local class in domestic science and asked them to fill one of each kind of the dishes with what should be cooked in them. Then I planned my window. With a brownedover dish of baked beans, a fluffy lemon pie, a pan of scalloped oysters and a pudding and several of the smaller dishes filled with a salmon soufflé, I placed them in the center of the window. Then I had the empty dishes arranged on display. When the day was about over, anyone who had purchased any of the ware was allowed to draw tickets for the pies and the food

that could be removed. The display sold the goods and every once in a while we repeat the window."

"Nailing the Job" was another window sign 1 saw in a town

nearby and the window contained every sized nail the store stocked. from tiny brads to crossing spikes. That window was revelation to many people who had never realized the number of kinds and sizes of nails manufactured. There were picture nails of all kinds. glassheaded nails, leather - topped nails to

leather furniture and all sorts of screw nails. To add to the interest of the sale through the window the firm displayed a nail box made by the local High School manual training class. The box had divisions for an assortment of nails with a long compartment for a utility hammer. It took very little urging to sell these handy nail boxes.

Getting acquainted

Another store I ran across on that trip across my Iowa territory was a store that had only been established a little more than two years, yet it had developed a remarkable trade. "How did you gain trade so quickly?" I asked.

"Oh, we put on a get-acquainted stunt the very first week we

Digitized by GOOGLE



Remember that

B-A SANDPAPER

is the Standard by which all Sandpaper quality has been measured for the past ninety-four years. Always specify B-A. Your jobber will know what you mean.

BAEDER ADAMSON COMPANY

Business Established in 1828

got into the field," said the "We sent out men to every house in town. Each man carried a kit that contained a number of different castors. We had previously advertised that they would call and our slogan for this particular selling campaign was, 'Do it on Wheels.' When our agent called, he asked if he could repair broken castors or replace them or put new castors on any piece of furniture in the house. He carefully explained the ball-bearing castors, the glass slides, the little caps for chair legs, and even the big wheeled castors that can be put under kitchen ranges.

"There was scarcely a house that did not need something in this line and because the men were there with the castors and the tools with which to put them on, dozens of people bought who had been letting their castor needs go by for months. They simply hadn't had time to get around to having them fixed.

One customer's appreciation

"One woman said that we had added years to her life because we had put all her heavy pieces on ball-bearing castors and made her work lighter by one-half. Incidentally we got our name and business before every family in town in a most pleasant and profitable manner."

Still another store I ran across had a model kitchen on a balcony floor. This was a room with enameled sides and a linoleum-covered floor. At different times the furnishings were in oak and at other times

all in white, and in it were the make of kitchen cabinet, ice bot cooking utensils, and tables the the store handled. It was changed often enough to additionard. Brides, especially, we interested in fitting up the kitchens after some of the models and, seeing one full equipped, they were not ofte content to start in a small war

A hardware gift store

Gifts are featured in another store. Christma hardware wedding, birthday and going away gifts are displayed reglarly and they surprise people with the opportunity of using hardware store as a gift head quarters. The last time I wi there I saw one of their displat in which they were feature children's gifts. They had set viceable garden tools made small sizes, mechanical toys thi taught scientific principles, chi dren's cooking sets and cam fire equipment. One thing the was eagerly bought by mai fathers for small sons was collection of odd-shaped block a small hammer and nails.

The cost of politeness

The value of politeness is indicated by the figures of amteur statisticians who estimathat the use of the word "please in telegrams costs \$3,000,000 year.

Collection of income taxe costs the Government about fifty cents per hundred dollar or one-half of one per cent.



needs colored goggles

NEARLY every person who comes into your store is a prospect for colored goggles. Place a display of Willson Goggles where it will be seen, and the goggles will sell themselves.

Sun, dust, glare and wind are year-'round annoyances to the eyes—you don't have to talk goggles. Just show your Willson assortment and eyes will want the goggles.

If your jobber can't supply you, we will give you the name of one who can. Ask for catalog.

WILLSON GOGGLES, Inc., Reading, Pa.

Goggles Digitized by Google

Can man aam is in COOD U ADDW ADD

Rose-Marie makes things hum in Hinton's store

(CONTINUED FROM PAGE 43)

"The fellows in town who sell automobiles have their show rooms full of ferns and potted plants. They seem to think it helps business to make things attractive. They ought to know. They make a wad of money."

"You'll drive the men trade away sure as shootin'."

"We'll put the catalogu**e** corner way at the back of the store by the window so the men won't have to pass it if they don't want to, and the women will have to pass everything we have in stock in order to get to it. The power of suggestion is a great help, too."

"Might I suggest," said the old man with his blue eyes as full of twinkles as a snowflake, "that three ladies are about to enter the front portals of our exclusive shop? They may de-

sire attention."

"They shall get it," smiled Rose-Marie, "'SERVICE' is my nom de hardware."

Weekly specials pay California dealers

When an advertising plan is found to pay week in and week out without interruption for a period of ten years, it must have considerable merit. This is just what has happened with Entz & Rucker, a Los Angeles firm, which started a weekly Saturday special advertisement in 1912.

Each Friday since that time a

new advertisement has appeared in two evening papers, and each Saturday has seen a goodly number of Los Angeles folk going several blocks out of their way to take advantage of the bargain prices offered in the small advertisement. Every eifort is made to have each advertisement as seasonable and timely as possible, and to get as good position in the papers as can be had.

Special purchases of hardware are made for these sales, and there is always enough of the article advertised to "go around," purchases being made large enough to take care of that point. But where short purchases have to be made, the advertising frankly states that there are only, say, 200 of the article advertised.

In the course of ten years this advertising has had a tremendous influence in building up a hardware business located outside of the busy business district and many times as many as four hundred customers have pur chased the "special" on a sing Saturday.

Here is a successful advertishing ing plan that can be used to advantage by a great many hardware dealers throughout country to stimulate Saturday business and to make friends for them.

If you want the decimal system mail the enclosed ballot today.



American Visible Lubricating Outfit

Oil pays the dealer a substantial profit. The average dealer's oil service is not only unattractive—it's unclean, unsanitary and very inconvenient. That's why he sells so little.

he is progressive, anxious to please and watchful of his customers' interests.

Make that service attractive and you will get the big volume of business in your territory.

The motorist takes the same pride in his car that the horse racer takes in his prize winner. And, like the horseman, he wants it fed with clean material in a cleanly manner.

The American Lubricating Outfit serves clean oil. It serves it quickly even in cold weather because the pump forces the oil into the measure. There is absolutely no dripping from the spout—no waiting for gravity flow.

waiting for gravity flow.
Under the spouts is room for half gallon
measure. The gauge stick furnished is
so carefully graduated in quarts it serves
as meter for checking of sales.
The outfit is mounted on casters—easily
rolled in and out of the garage—holds
three grades of oil, and placed alongside an American Visible Gas Pump will give you a combination on which you will realize pride, profit, and much increased trade.

The only successful way to meet competition is to give a square deal and quick, clean service with the best and most reliable equipment—the American Visible Gas Pump and the Lubricating Outfit. Write today for prices and information.

The American Oil Pump & Tank Co. Digitized by Go Cincinnati, Ohio 1151 Findlay Street



It Has to Be Good to be used in Big Office Buildings like The MARINE TRUST CO.

I. C. U. Metal Polish is used in many of the biggest office buildings in the country because it gives such a high, lasting luster to metal trimmings and fixtures, with so little effort.

I. C. U. is in steady demand in restaurants, banks, stores, soda fountains, theaters and homes. You can turn I.C.U. quickly and at a good profit.

Send for Sample Can

Try it, it never fails to make good. Also ask for the I. C. U. "family album," showing 24 of the fastest sellers you ever handled.

THE LIVINGSTON CO.

Div. G New Haven, Conn.



This store turns its radio stock 9 times a year

(CONTINUED FROM PAGE 30)

electrical goods department, where the first consignment of radio apparatus was placed, our radio stock has been moved to a conspicuous part of the store, where it is getting the display it deserves.

It is now located adjacent to the office, which juts out from the main sales floor. In addition to this room, which is given over entirely to radio, we have receiving sets displayed in various parts of the store. In our radio room the stock is displayed on shelves. We also have a silent salesman showcase for displaying some of the merchandise, as well as a table for catalogs, bulletins and magafor radio enthusiasts. zines Our receiving apparatus, for demonstration purposes, is in this room, too.

Radio, like any other business, is bound to yield dividends to those who put the most We find that successful retailing of radio depends upon careful buying, intensive selling and service. The radio business, however, is no gold mine: it requires effort and a little knowledge. It is strange to us how any hardware dealer can ignore radio achievements. for they are brought to his attention every day. Through nation-wide broadcasting. public is becoming more interested every day and it is only natural to expect a tremendous distribution of merchandise.

Gives toy wagon as a contest prize

Foster, Stevens and Company, οť Campau Square, Grand Rapids, Michigan, one of the largest hardware companies in that city, carried out a plan for selling boys' wagons whereby every boy virtually became his own salesman. According to the plan, the lads of the city were induced to expound the uses of an express wagon in a manner which, it is quite safe to say, has convinced nearly all the boys and many parents that such a wagon is an absolute This result necessity. achieved by means of a contest which was held recently in which the boys and girls of the city competed for an all-steel, rubber-tired wagon, and a steel scooter for a second prize.

In a good-sized advertisement placed under the reproduction of an attractive express wagon the company set forth this offer.

THIS SPORT MODEL

All-Steel, Rubber-Tired Wagon Is to be given to the boy or girl who writes the best essay of not more than 150 words on "The Usefulness of an Express Wagon." Any boy or under the 9th grade may compete, but the essays must be written on blanks which may be had for the asking in our Hard-They must ware Department. be handed in some time this week.

This is one of our regular \$8.50 carts—not a piece of wood used in its construction. Every part is steel except the

rubber tires. Notice it in our window, then step inside and get a blank on which to write your essay. You have a week in which to write it, and a little time and thought may make you the winner of this cart.

THE SECOND PRIZE a \$5.00 SCOOTER All Essays must be in by Closing Time 5:30 Saturday.

It's simpler

The hardware dealers of the country have spoken in favor of the decimal system of packing and invoicing. An overwhelming majority of those who voted on the ballots furnished by GOOD HARDWARE favor the system because of its greater simplicity. The story of their reasons appears on page 7 of this issue.

FOR SALE Retail Hardware Business in New York City

Advantageously located—same address over 40 years—Well known to Commuters—Stock consists of Live Hardware, Tools, Cutlery, etc.—amounting to about \$80,000 exclusive of Store Fixtures.

Annual sales about \$250,000—subject to substantial development by aggressive experienced Hardware merchant. Our Client's reason for sulling is a bloodlate Estate.

reason for selling is to liquidate Estate.

BEAM & ZECH, Inc. 42 Breadway, New York

SELL **THIS** RAKE

The wrought-steel teeth riveted in pairs to channel steel head make this one of the strongest

GARDEN RAKE

Other fast-selling Cronk and Carrier rakes are: "Queen City" Lawn Rake, New Cronk Special Rake, Elmira Solid Bow Steel Rake and Victor Wrought Steel Bow Rake

CRONK & CARRIER MFG. CO.



Elmira, N. Y.

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths

Established 1869

Order Thru Your Jobber If your jobber does not handle write direct

Silver Lake Co.

Newtonville, Mass.

Our Sales Letters Get the Business

Powerful Business building Sales Let-ters—written by experts who know Hardware Advertising -will bring cus-Hardware Advertising -will bring customers into your store, arouse interest in your goods, create good will and carry your message to hundreds of new customers.

Good Sales Letters are the best kind of advertising—always produce results and Pay Big Profits.

We will write you one letter of a series. The cost is small. Send for eur plan today.

Wheelans Service Organization

Saginaw, Michigan



Cheaper than wooden posts, arms and wire. Prevents wet feet and colds. Used for rug cleaning, airing clothing, etc.

Bought by men who love their wives
LITTLE GIANT COMPANY
222 Rock St. Mankato, Minn., U. S. A. Established 1876





THESE FAUCET-FIT FILTERS

Box 140,

Sell themselves at 100% Profit

This attractive counter salesman contains Faucet-Fit 24 brass Filters. Costs \$3.00 net. Retails at \$6.00—25c each. You make \$3.00 PROFIT. Sells quickly.

Fits every style faucet. Guarantees sanitary water supply. Renewable strainers. Write today for particulars.

The FAUCET-FIT FILTER, Mfgrs. Malden, Mass.

With the Publisher—

Everybody is talking turnover. The Department of Commerce is pushing simplification in industry. Retailers are being urged and beseeched to cut out duplicate lines and threatened with all kinds of calamities if they don't. And the retailer is sitting up and taking notice.

What lines will he eliminate? Yours or the other fellow's? Why should he stick to you? That is something for you to tell him.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway New York





Iarch Issue of Good Hardware Breaks All Previous Records

In 1921 and 1922 GOOD HARDWARE showed a rate of growth unparalleled in the history of hardware publications. In 1923 it is continuing to forge ahead.

The March issue last year was one of the biggest we ever published. The corresponding issue this year carried 119 pages of advertising, showing an increase of 20% over last March and establishing a new high record of advertising volume for GOOD HARDWARE.

Every month more manufacturers come to look on GOOD HARDWARE as the leading publication in the hardware field. And their practical definition of "leading" is "the publication that brings the advertiser to the favorable attention of the greatest number of retailers and jobbers."

We are in a position to submit concrete evidence to substantiate the position that GOOD HARDWARE has attained.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY

912 Broadway, New York

Good Hardware

The National Magazine of the Hardware Trade



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It fits



the pocket

Leonard Tincle, Publisher J. W. Greenberg, Managing Editor Associate Editors, Carl W. Dipman, Albert B. Seadler, 912 Broadway, New York
George H. Leigh, Eastern Manager, 709 Sixth Avenue, New York
Edmund Carrington, Western Manager, Mallers Building, Chicago
J. A. Townsend, Pacific Coast Manager, Hobart Bldg., San Francisco.



The biggest increase they ever had

What is back of it?

Last year dealers handling Barreled Sunlight had a bigger increase in business than ever before.

Not just a "good increase". Over-the-counter sales

of Barreled Sunlight actually doubled.

Back of this increase has been an advertising campaign that has sold Barreled Sunlight to every class of paint buyer in the country—home owners, shop keepers, hotel proprietors, factory managers!

The story of a paint that is smooth and washable as tile, yet costs less than enamel has meant new customers and quantity sales for thousands of dealers.

This year a bigger sales push than ever before

is being put behind Barreled Sunlight.

The full page advertisements now appearing in the Saturday Evening Post are only part of a campaign that is making a remarkable appeal to everyone who buys paint for interior use.

It will mean added business in 1923 for every Barreled Sunlight dealer. Are you making use of this

selling force to increase your profits?

For complete information and sales proposition, write direct to us or to our nearest distributor.

U. S. GUTTA PERCHA PAINT CO.

Factory and main offices
45 DUDLEY ST. PROVIDENCE, R. I.

New York—350 Madison Ave.
Chicago—659 Washington Blvd.
San Francisco—38 O'Farrell Street

And 100 other distributing points in the U.S. A.

Barreled



Sunlight

THE RICE PROCESS WHITE

Good Hardware

THE HANDBOOK OF THE HARDWARE TRADE

Vol. IV

APRIL, 1923

No. 7

Here's your opportunity to help simplify your paint line

YOU CAN TELL THE PAINT AND VARNISH MANU-FACTURERS WHAT YOU THINK OF A SIMPLIFIED LINE BY MAILING THE POST CARD ENCLOSED

By Carl W. Dipman

THIS is the most important of the entire series of paint and varnish articles that has been running in Good Hardware. Don't lay this magazine down until you have read the article through. In dollars and cents, it affects you vitally. After you have read it, fill in the enclosed card and tell the manufacturers where you stand on this matter.

In the previous articles on paint and varnish, we made many references to the need of cutting the dead wood out of your stock. We advised you to cut out the slow sellers and unnecessary sizes in order to get more rapid turnover. We told you how to cut down your investment in the paint department so as to make a better profit, and at the same time to take care of your trade properly.

It looks now as though you are going to get real help from the manufacturers and jobbers. They are going to help you put the paint and varnish proposition on a better basis.

During the past few months, a committee representing the paint manufacturers, jobbers, and the National Retail Hardware Dealers' Association has been meeting with representatives of the Department of Commerce. Their purpose has been to simplify the paint and varnish line.

The simplification program

After very careful consideration and numerous meetings, the committee has practically decided on a program.

The recommendations of the committee call for the limiting



THE SPIRIT OF 23

of the number of colors in each line. Many of the slow movers and dead colors will be cut out. A few sizes will be eliminated too, thus making it possible for a dealer to cut his investment and his inventory considerably. This will provide much needed

article to find out what the dealers want. We are going to tell you briefly what some of the benefits of a simplified line are. and then let you tell the manufacturers and jobbers through the post card enclosed in this is sue of Good Hardware

Return the card and endorse simplification

Are you in favor of cutting a lot of the dead wood out of the paint and varnish line? If you are, you can help bring it about by registering your influence.

During the war many of the unnecessary colors and sizes were cut out of the paint and varnish line. Everybody profited by it. Since then many of the restricted items have crept back into the line. The proposal is to eliminate them again.

This simplification program will leave the dealer a sufficient variety to give service, but will enable him to do business with a smaller investment, a more rapid turnover and a larger profit.

If you are in favor of simplifying the paint and varnish line return the post card enclosed in this magazine, and your expression will be passed on to the manufacturers.

relief. You will find in another column the details of the committee's recommendations. No loubt the majority of the manufacturers will adopt them, especially if the retailers tell them they want the line simplified.

But, after all, some manufacturers feel that these simplification reforms must be in line with what the trade wants. They would like to know whether lealers really want fewer colors and sizes. Some manufacturers have even suggested that they will be interested in receiving an expression as to whether hardware dealers really want the paint and varnish line simplified. It is the purpose of this

whether you are in favor of it or opposed to it.

It is our belief that dealers, almost to the last man, are in favor of the simplified line of paint and varnish. And that's why we believe that a vote telling the manufacturers how you feel about it would be a big help at this time.

Now just what will a simplified line of paint and varnish mean to you? Let us consider a few of the major points.

CUT DOWN COLOR: It will cut down the number of colors in some lines. The idea of having 45 or 50 colors in the house paint line is all hokum. Such an array does nothing but confuse, and not one dealer in a

RECOMMENDATIONS OF THE SIMPLIFICATION COMMITTEE

One-half gallon cans and all sizes smaller than one-half pints, as well as two-and three-pound cans, are to be eliminated; pints are to be eliminated in house paints, flat wall paints, porch paints and enamels. All sizes less than gallons are to be eliminated for barn and roof paint and shingle stains. Sizes below pints are to be eliminated for all clear varnishes and varnish removers.

Shades and tints are to be limited as follows:

Floor paints ...

ricor paints o
House paints 32
Flat wall paints 16
Enamels 8
Porch paints 6
Roof and barn paints 4
Shingle stains 12
Carriage paints 8
Oil stains 8
Varnish stains 8
Spirit stains 10
(All of the foregoing ex-
clusive of black and white.)
Oil colors 32
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driers, asphaltum, etc.)

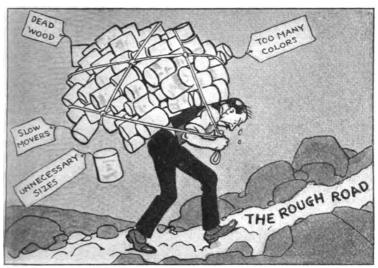
dozen really carries a full stock of every color anyhow. If he does, the chances are he isn't making money. After restricting the number, there will still be plenty left to offer a reasonable selection. If you are interested in limiting the number of colors, then fill in the card, and your influence will register where it counts.

Too much to stock

ELIMINATE TROUBLE: How many times have you had this experience: A customer calls for paint—maybe it's a finicky You unfold a long woman. color card and lay the bewildering array in front of her. Of course, she picks out a color you haven't got. She tries again, yes, maybe a third or fourth time. Finally she ends up by buying a color she doesn' like as well as the first one she looked at, and leaves the store dissatisfied. You end up disgusted with the troubles of selly ing paint. If you had a limited line of colors, you could more easily carry an adequate stock in each color and eliminate a lot of trouble and dissatisfaction.

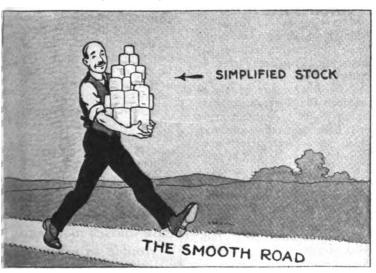
CUT OUT UNNECESSARY SIZES!
Most paints and varnishes are put up in too many sizes. Certain sizes can be eliminated, are no one will ever miss them. You can always sell two smarcans when a larger one is needed. This program was tried out during the war and it worked. It meant economy then, it will result in the same economy now Besides, most dealers have

(CONTINUED ON PAGE 78)



THE ROUGH ROAD

Many a dealer finds the road to paint profits a rough one because of too many colors, too many slow movers, and too many unnecessary sizes. Every dealer's load will be made lighter by the elimination of the dead wood, as proposed by the simplification committee



THE SMOOTH ROAD

I simplified paint and varnish line as proposed will make the road to wrofit a smooth one. It eliminates a lot of the dead wood, but still llows variety. You will help insure simplification by voting for it. A post card is enclosed for your convenience. Mail it at once



A home-made bird bath in the center of his window did much to attract customers for his other gardening goods

A cheap substitute for a bird bath

Making a cheaper substitute for an expensive article has helped J. C. Kirchdorfer, a hardware dealer of Louisville. Ky., to bring many people to his store for their spring gardening tools. A home-made bird bath was the substitute which the Kirchdorfer store offered to its trade and because it was serviceable and inexpensive it attracted a great many people. Women, especially, noticed the bath in his window and came in to inquire about This was particularly gratifying because women so seldom enter the hardware store.

The bird bath the Kirchdorfer store uses was suggested by one of their customers and the suggestion was immediately accepted. The bath was made of three flower pots and a 16 inch saucer. A 10 inch pot, upside down, is placed on bottom. Over this is an 8 inch pot, also upside down. On top of this is another 8 inch pot, right side up. The saucer is placed on top of this pedestal. The entire bird bath sells for \$1.25.

Featured in his window, along with other garden tools and equipment, this has been particularly valuable in helping him get his spring trade started with a rush even before the end of the winter.

Save yourself money and trouble by voting for paint simplification.

Use the post card enclosed.

Digitized by GOOGLO

Good Hardware submits dealers' decimal vote to Mr. Hoover

OVERWHELMING SENTIMENT IN FAVOR OF DECIMAL SYSTEM PILING UP—MANUFACTURERS AND JOBBERS NOW INTERESTED, MANY OF THEM VOTING

As a service to the trade, GOOD HARD-WARE has been conducting a nation-wide vote on the decimal system.

This system, as applied to the hardware business, is the method or practice of pricing, buying and selling in quantities of one, tens, hundreds or thousands, rather than by the dozen, gross or great gross.

The proposal is that the hardware trade adopt the decimal system, and that hardware be priced, bought, packed and invoiced according to this system.

The decimal system as proposed does not relate to manufacturing, changing of standards, or measurements. As used here it only includes packing, pricing and invoicing hardware.

SENTIMENT in favor of he decimal system of buying and selling hardware is rolling p to an overwhelming degree. Every mail brings to the office f Good Hardware a fresh lot

of ballots and letters. Every corner of the country has been heard from and judging from the tenor of the comments, the trade is evidently sure that it wants the decimal system.

Hardware dealers have now spoken to the extent of more than 4,000, and the poll has now extended beyond the interest of dealers alone. **Jobbers** and manufacturers have become intensely interested and many of them have expressed their preference. The sentiment among iobbers and manufacturers who have voted is much the same as that among dealers—they, are strongly in favor of the decimal system, although there is some opposition,

In all the voting, the "yes's" have it by a substantial majority and the "no's" are in a decided minority. Here is a summary of the vote up to the time of going to press:

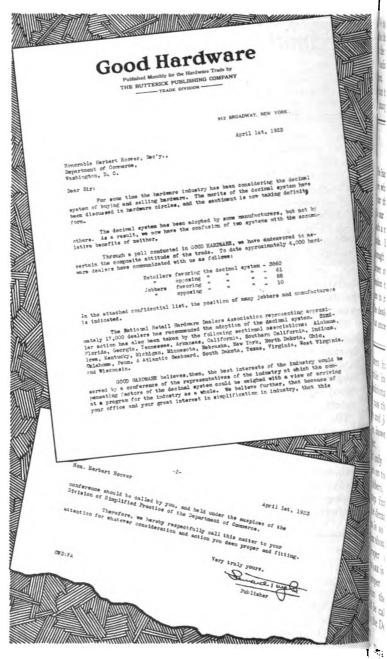
=	
Total number of votes	4,385
Dealers favoring adoption	3,860
Dealers opposing adoption	61
Dealers no choice	12
Jobbers favoring adoption	88
Jobbers opposing adoption	10
Manufacturers favoring	
adoption	203
Manufacturers opposing	
adoption	23
Manufacturers no choice	7
Duplicate votes	121

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We told you in a previous article that we were going to send the results of this vote to the leading manufacturers and jobbers. We are glad to tell you that this has been done, and that many jobbers and manu-

Mr. Herbert Hoover, has been extremely interested in simplification in industry. The decimal system is a Simon-pure simplification movement aiming to eliminate some of the waste, lost motion, lost time, error and

He has spoken!

The hardware dealer has spoken on the decimal system. Anyone who honestly wants the opinion of dealers now has it. Four thousand have spoken through GOOD HARDWARE. To our knowledge, no hardware magazine has ever before got such a response on this or any other subject presented to the trade. If all the dealers who have expressed themselves through GOOD HARDWARE were to March down Main Street of your town, two abreast, they would make a procession three miles long that would take you forty-five minutes to review.

The dealer who hasn't voted can still send in his ballot. Mail it at once.

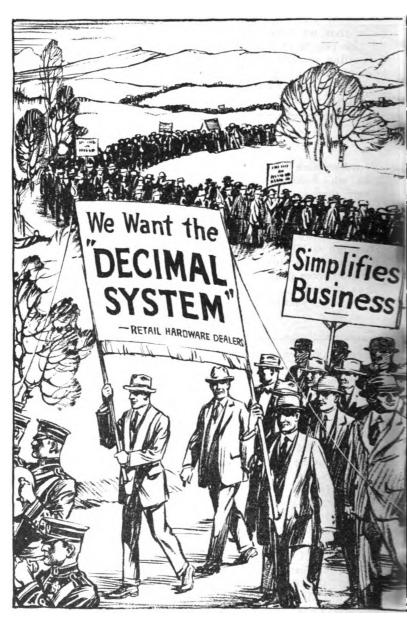
facturers have expressed considerable interest in the vote. As additional votes come in, we shall pass them on to manufacturers and jobbers so that your wishes, however expressed, will register.

Not only did we pass your opinion on to the manufacturers and jobbers, but we have gone one step further. We believe that the demand for the decimal system is so universal that the problem should be worked out to its proper conclusion. Good Hardware is of the opinion that the proper agency to whose attention the decimal system should be called for consideration is the Department of Commerce.

The Department of Com-

red tape in the hardware business. Good HARDWARE has. therefore, in the interest of the industry as a whole, called this matter to the attention of the Department of Commerce. another page, you will find a facsimile of our letter, suggesting that the Department of Commerce take official notice of the sentiment favoring the decimal system. The letter suggests that a conference of representatives of the industry be called to discuss this matter with a view of arriving at a final solution of the question.

It is the belief of Good HARDWARE that all parties concerned will be interested in a conference of this kind. Those favoring the decimal system would have an opportunity of



Four thousand hardware dealers



cast vote for the decimal system

arguing their case, as would those who oppose it. The contending elements would be brought together and the cards laid on the table.

Those opposing the decimal system would be given an opportunity to voice their opposition. If the cost and confusion of making the change are too great, as is held by some, the trade wants to know it, and it is our guess that the dealers favoring the decimal system will be among the first to abandon the proposal if they are once shown that it is not an economical system of distributing hardware.

It is only through a conference as proposed, under the auspices of some official agency like the Department of Commerce, that a satisfactory solution of the problem, whatever it may be, can be arrived at.

The dealer's reasons

The reasons given by hardware dealers, in the 2,000 additional ballots received since our last edition, for their endorsement of the decimal system, are very much along the lines as outlined last month. They are anxious to "simplify" the hardware business, to eliminate the "red tape," the "unnecessary figuring," the "complicated invoices," and the "errors." They want more time for selling hardware, displaying goods, and managing their business generally. Profit can only be made in the selling of goods and not by the dealer's spending his time fumbling over burdensome details and unnecessary figures.

The Frisbee Hardware Com-

pany, of Connellsville, Pa., has crystallized the sentiment of many in an interesting, poetic fashion as follows: "We favor the decimal system because the old system reads like this: 'Lost somewhere between sunrise and sunset, two golden hours, each set with 60 diamond minutes.' The decimal system reads: 'Found.'"

The feeling grows

The arguments accompanying the votes that have come in during the past month are more impatient, militant and insistent than those of early ballots. Evidently the trade has taken the view, "Now that we have spoken, why the delay?" have such remarks as follows: "We favor it, by all means," "Common sense would dictate it," "It is the only sane system," "Let's cut out the red tape," "A child can see that the decimal system is the only system," "Don't see any possible sound argument against iteverything to gain," "It will be the greatest benefit that has happened to the trade in years -the sooner the better," "It will be a God-send. Let's have it by all means," "It would seem out of the question not to adopt it." "Why keep in the rear of the rest of the world." and "Exactly right. Can't come too soon for us."

Many dealers express the opinion that it is strange we did not adopt the decimal system a century or more ago. They say that, when the change is once made, we will sit back and

(continued on Page 62)

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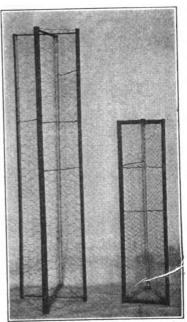
Makes easier sales of poultry netting

If you could keep a roll of each width of poultry netting right up front in the store, selling it would be a comparatively simple proposition. Usually there isn't room and if you do try it, the chances are that one of the rolls or all of them will topple over, probably just as a customer is passing.

W. G. Greenwood, of the Samuel Hill Hardware Company, Prescott, Ariz., found that most of the poultry netting was sold to women and that not one out of ten had any idea of the height she wanted. Of course, the clerk was perfectly willing to go to the back room and bring out a great, sagging roll of 6 ft. netting to show the customer how high a chicken would have to fly to get over the fence. But the chances are that when he got through he would be in such a frame of mind he would about mentioning forget all staples, drinking fountains, feedboxes and all the other profitable items in which the netting customer is usually interested.

Rack solves the problem

The problem was finally solved by building the racks shown in the accompanying illustration. The frames are made of No. 24 galvanized iron. The larger one shows a 12-inch strip of 2-inch mesh netting in six different widths, 6 ft. and 5 ft. taking one side each, with 4 ft. and 1 ft. and 3 ft. and 2 ft. displayed one above the other

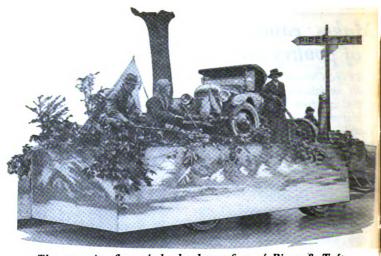


Two racks that show at a glance the height of poultry netting

on the remaining two sides. The smaller triangular frame displays a 12-inch strip of 1-inch mesh netting in four different widths, 4 ft. and 3 ft. taking one side each and 2 ft. and 1 ft. displayed one above the other on the remaining side.

These racks take up very little space. The customer can be brought right over to them, or either one is light enough so that it can be carried to the customer, who can see just what she is buying.

Mr. Greenwood says that it takes only a fraction of the usual time and effort to make sales from these racks. They can be made in the tinshop, or at any blacksmith shop at very little cost in a short time.



The attractive float of the hardware firm of Piper & Taft

Seattle dealers get together to boost sporting goods sales

MERCHANTS STAGE UNIQUE EXHIBIT OF OUTDOOR LIFE AND A PARADE OF HUNTING, FISHING AND CAMPING FLOATS TO START TRADE WITH A BOOM

HARDWARE and sporting goods dealers played an important part in a huge pageant and exposition, which was held recently at Seattle, Wash. It depicted sports and other outdoor attractions and advertised the game and game fish resources of Washington State.

Incidentally, it was expected that the sports publicity movement would aid a membership drive by the Sportsmen's Association of Seattle, of which John Monette, of Monette's hardware stores, is a trustee. Mr. Monette was also chairman in charge of the Sportsmen's

Week committee. The sportsmen's organization was formed seven years ago by fifty-two Seattle men, including the principal retailers of outdoor equipment of that city. At the opening of the exposition the membership was 1,000. This number was trebled during the week of the parade and exhibit.

The aims and objects of the organization are: propagation and protection of game and game fish; promotion of a higher standard of sportsmanship; aiding in the enforcement of game laws and the obtaining of better ones; the education of men and

women to the value of the great outdoors, both from a recreational as well as health standpoint; and the pointing out of the state's tremendous possibilities in fish and game resources as a tourist attraction.

Merchants enter fifty floats

The parade comprised fifty floats, each pointing out a different phase of outdoor life—hunting, fishing, camping, hiking, etc.—and several hundred marchers. Automobiles were barred from the pageant, as were all marchers who were not dressed in outdoor garb.

The outstanding novelty of the parade was Monette's gigantic fishing outfit, consisting of a woven reed creel, which could hold a ton of fish, a 30foot fishing rod, which was an exact reproduction of a light

fly-rod with line and reel of proportionate size, and a hand net big enough to seine a school of salmon. In addition to this exhibit. Mr. Monette entered three floats in the parade, one showing a beautiful waterfall and pool, beside which two little fisher maids-Muriel and Isabelle Monette, twins-cast for live trout with flies; another carrying a skiff, in which Monette and a clerk cast plugs at imaginary bass along the street; and a third, featuring a duck hunter's equipment.

Wins \$50 prize

The "Fisher Maids" float won the first general prize of \$50. Altogether, the sportsmen's association awarded \$800 in prizes, consisting of cash and merchandise, the latter donated by prominent Seattle merchants interested in the movement.

Piper and Taft, Inc., entered a beautiful float depicting a

A replica of a woven reed creel which could hold a ton of fish was exhibited by John Monette, hardware merchant, who enlisted the aid of his twin daughters

fisherman's and hunter's camp in the woods. There were a motor car, full camping equipment, set up and in use, real foliage, and a log upon which lay several freshly caught steel-head trout, weighing more than 16 pounds each. Another attractive float was that of an outdoor camp entered by the Out Door Store.

Following the parade, Crystal Pool, one of the city's largest auditoriums, was thrown open to the public. As in the pageant, anything suggesting commercialism was carefully avoided. Merchants maintaining exhibits were given credit for their efforts on small placards, and donors of prizes were announced, but all forms of advertising. except those boosted the outdoor movement, were barred. Owing to the failure of the sportsmen to obtain financial backing from civic organizations, a charge



Scheduled for only 4 days the exhibit ran a full week

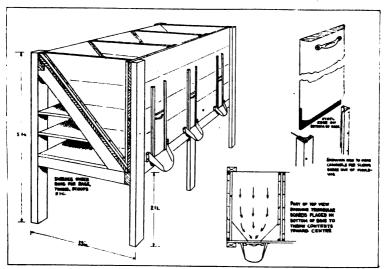
twenty-five cents during afternoons and fifty cents, evenings, with half-price for children. was made for admission to the exposition.

The exposition was one of the most remarkable ever held on the Pacific Coast. tically every form of wild bird and animal life in the state was shown. Live birds, animals and fish of every variety shown in their native haunts. The state fisheries department had an extensive exhibit showing the propagation of game fish; and a model trout hatchery was provided by the fisheries department of the University of Washington. Numerous sportsmen's associations throughout the state offered exhibits of game life.

Tackle demonstration

The actual manufacture of fly rods was shown by men from the Monette and the Piper and Taft establishments, and the making of dry flies was shown by an English expert. There were model fishermen's, hunters' and automobile tourists' camps, an 80-piece collection of rifles and fowling pieces, live deer, elk, beaver, game birds and game fish, and thousands of stuffed animals and birds.

The educational value of the pageant and exposition cannot be overestimated, according to its promoters, and from the financial point of view, it paid for itself and left a surplus which will be used to erect a sportsmen's clubhouse and recreation spot this year.



A bin like this, with as many compartments as you need, may be constructed in your store or workshop to make the handling and selling of loose poultry supplies easier

Time-saving bin for poultry supplies

Beginning with the time when the first incubator in your town has hatched its first batch of chicks, there is a constant demand for all kinds of poultry supplies. Most of this is very profitable business, but there are a few items which it is necessary to carry, which do not produce a great deal of profit and, yet, which must be always on hand to meet the poultryraiser's requirements.

Few people want to buy oyster shell by the bag as a few pounds will last a long time. The same is true of charcoal and chicken grit—in all sizes.

Rushing down cellar or out to the warehouse and trying desperately to jab a scoop into the unyielding surface of an opened bag of oyster shell in order to make a five-pound package for some small poultry-keeper is not calculated to soothe the nerves, especially if the store is full of impatient customers. Of course, ground charcoal is easy to scoop up, but it is dirty and dusty and the less it is handled, the better.

Easier handling

The bin illustrated here is designed to permit small quantities of these items being drawn out without loss of time. Only the dimensions necessary to determine the proper slant to the bin are shown as each bin can be made as wide as required, in order to hold a suitable stock of each material.

A rather complete bin of this kind would require a large com-

partment for oyster shell, a small one for small chick grit, one somewhat larger for medium grit and one fairly large for large grit. There should also be two rather large bins for small and large ground charcoal.

Make the supporting members of the bin of 2×4 or 2×3 stock as the contents will be extremely heavy. Cover the floor of the bins with sheet tin or some other smooth material. A remnant of linoleum can be used. The spouts for bins should be cut out of heavy gauge metal. An old metal sign could be cut up to serve.

Rounded edges fit better

Note the channels for the sliding doors to the bins. They are made of pieces of moulding nailed on as illustrated.

The door slides are rounded on the sides to fit the moulding.

The bottoms of the slides can be fitted with steel edges as shown or the doors can be bevelled off. This is necessary to permit the door to shut down tight; otherwise, it might shut down on an extra large piece of grit or shell, and permit smaller pieces to trickle out.

Shelves under the bins can hold bags, twine, etc. There should also be a scale handy. (This idea may be developed with modifications for dry colors.)

For good ideas devised by hardware men see Idea Section page 55.

Which is the most useful tool?

C. C. Schlatter & Company, hardware dealers of Fort Wayne, Indiana, asked a large number of their customers what they thought was the most necessary tool around the house and secured interesting opinions, which ranged from hammers and saws to wrenches and nocket knives.

After getting the answers to this question, the store arranged an attractive window display of all the various articles thus named by the patrons and used a sign reading:

"WHAT IS THE MOST NECES-SARY BIT OF HARDWARE AROUND YOUR HOME? Is it a hammer? Or a saw? Or a wrench? We asked this question of a large number of our customers, and the most essential tool, according to these customers, varied in accordance with the articles shown in this window.

"Have you all these essential articles in your home? Come in our store and let us talk to you now about the hardware and tools you should have around your home."

This scheme enabled the store to show a widely varied lot of tools and yet it also enabled the store to hook the whole window display together, so that the entire display had an interest as well as the individual articles on display.

This display attracted as much attention as any other the store has used and proved to be a very real help in making sales.

How Barrett-Hicks brought more women to their store

REORGANIZING ON A DEPARTMENT STORE BASIS AND MAKING SPECIAL EFFORTS FOR HOUSE-FUR-NISHING SALES BROUGHT THE WOMEN IN

Reorganizing its store into departments and going out after the June Bride business were the big things brought Barrett-Hicks the recognition of the women of Fresno, Cal. The women of Fresno didn't think of a hardware store as a place from which to buy gifts until they were told about it. Once they began to think of it as a hardware department store they changed their buying habits considerably.

CHANGING one woman's buying habits is an accomplishment—but the Barrett-Hicks Company, hardware dealers of Fresno, California, have gone even further than that. They have changed the buying habits of the women of an entire town. A few years ago the women of Fresno went to the department or gift specialty stores when they had to buy gifts; today they are quite as likely to stop in at Barrett-Hicks to look around and do their buying.

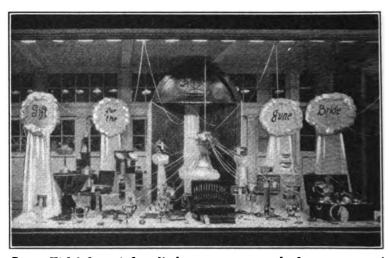
The change was accomplished by means of a re-organization

of the store into departments and a campaign of buying education. Women didn't go into hardware stores for gifts because it didn't occur to them and no one had told them about it. Some one had to tell them about the possibilities of the hardware store as a gift center before they could be started: Barrett-Hicks undertook to tell them, and they have cashed in on the telling.

June as a gift month

A few years ago this Fresno store decided that there was a great deal of gift business that it could get if it went after it properly. It figured that June was the biggest gift buying month outside of the Christmas season because of the many marriages planned during the year and celebrated in June, and it decided to go after this big June Bride business. It seemed wise to feature "Gifts for the June Bride," and the store went ahead on that basis.

It started with a window display, which was aimed to suggest the store as a place where people could buy attractive and useful gifts for brides. That first display, a photograph of which is reproduced here, showed the entrance to the "Little Church Around the



Barrett-Hicks' first window display attempt to get the large amount of gift business that comes with June weddings

Corner" on one side of the store's double window, and a miniature bungalow on the other. In front of the church entrance was a huge wedding bell from which streamers of white ribbon led to various gift possibilities displayed in the front part of the window. tween the church door and the bungalow was a placard reading, "This is the House that Jack Built for his June Bride." A streamer led from the placard to the bungalow and other streamers led to articles that were particularly useful in house-furnishing.

The second window, which was used the next year, was built around a large doll in bridal costume and veil standing on a pedestal in the center of a large number of articles suggested as gifts.

When this window was ready,

Barrett-Hicks advertised it extensively in the local newspapers. One advertisement ran: "THOUGHTFUL GIFTS FOR THE JUNE BRIDE: A practical and useful gift—something she can use in her new home—is appreciated by the June Bride. This large hardware department store is the place to secure gifts of combined utility and beauty. Let us help you decide the question: 'What SHALL we give them?'"

Featured silverware

An important line in the display and in the advertising which was used with it was silverware, which this store has been able to sell with considerable success. Sales that followed the display and the advertising showed that the combination had pulled more than enough business to justify the

store management in continuing going after gift trade.

Going after the town's gift business was only one step in the Barrett-Hicks Company's campaign to get more women to come into its store. several years before the management hit on the idea of using gifts as a bait it had been trying to make more women customers. The department store had always been woman's favorite shopping place, and hardware stores had always been more or less taboo. In order to overcome this prejudice the store re-organized itself into departments and adopted the descriptive slogan, "A Hardware Department Store." With this slogan it uses a shield or emblem on which is printed: "8 DAPARTMENTS: Every Manager a Specialist." The eight departments are then listed, as follows: Hardware, plumbing, tinning, heating, paint, stove, household ware, sporting goods.

The slogan became a part of practically every advertisement and it is run under the signature cut, which is a reproduction of the nameplate on the front of the store.

"At first," said Mr. Arthur Perkins, the store manager and a member of the firm, "it was actually strange to see a woman in the store. Now there are always women in the store—we have had more than 500 of them in here in one day."

The department appeal

Through indifference and thoughtlessness women had been allowed to pass by the hardware store and to buy from the department store, the furniture store and even the drug store many things that could be bought best in the hardware store.

This led to the adoption of the slogan. The appeal of the department store was to be used to interest women. The man-

Digitized by GOOGLE



Silverware was the feature of the second window of this Fresno store's campaign for the June Bride business



Special offerings of household goods keep women coming to the store

agement decided to use the methods in which the department stores were strong, and hold to the hardware store's strong points.

One of the department store's strong points is its advertising, not general publicity but offerings of specific goods to pull trade. The Fresno store had been using too much general advertising, and it determined on a change.

Another strong point of the department store is the element which gives it its name, its departmentalization. Each department is put on its own feet: it has to grow and produce a profit. In hardware stores there is often a lack of this depart-

mentalizing. Too often a losing department is permitted to live on another department's profits.

Departmentalizing the store has still another great value. however. It makes a strong appeal to women by suggesting to them that they can take care of all their needs in one building. The words "hardware store" alone do not suggest this.

Barrett-Hicks determined to go out after business by advertising for it, but they did not want to shoot into the air. They wanted to find out whether their advertising was paying its way and they decided on a test.

The advertising test

The household goods department was, at the time, in a particularly bad way. It had been neglected. Women were going to department stores for the very articles that Barrett-Hicks had in stock, as much because they did not know of the Barrett-Hicks stock as for any other For this reason this reason. department was chosen for the test of the store's advertising. And the test proved the efficacy The houseof the advertising. hold goods department grew steadily, and Barrett-Hicks saw that the advertising was a paying investment. When, a short time later, they noticed that paints were not selling as well as had been expected, they resorted to advertising again. Today the combined sales of paints and household goods are as great as was the store's entire volume of business half a dozen vears ago.

(CONTINUED ON PAGE 75)

Where should entrances to the show windows be placed?

TRIMMING DISPLAY WINDOWS IS GREATLY SIMPLIFIED IF YOU HAVE SUFFICIENT ENTRANCES PROPERLY PLACED AND SIZED

By R. W. Crane

In planning the entrance to the show window, it is necessary to consider several factors. The merchandise to be displayed, of course influences the size of the door which is to lead into the window, as it is obvious that large, bulky goods like refrigerators and stoves and ranges will need an unusually large entrance.

The entrance is usually located in the center of the window background. This is generally satisfactory in cases where the window is not more

than nine feet wide. The displayman, working from each side and from the front toward the back, is able to complete the trim and step out of the window.

Short period displays

However it often happens that a separate display has been made in that part of the window which faces the vestibule of the store. Usually the display is of a special that must be removed before the regular trim. Therefore, the need of

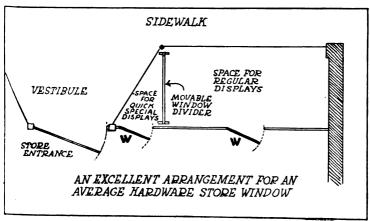


ILLUSTRATION I

More special, short-period displays could be put into windows if it were not for the difficulty of reaching the window space near the store entrance, which is ordinarily used. An extra window entrance such as is illustrated above would simplify this difficulty

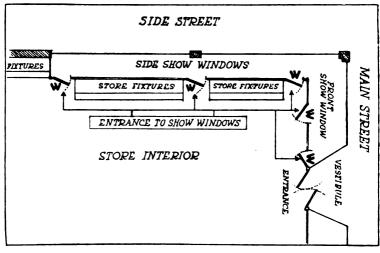


ILLUSTRATION II

Show windows on the side street in corner stores are often neglected because the display men can not reach them without upsetting the displays in the front windows. Side entrances sufficiently large to permit the passage of a man and of large articles should be provided. (See points marked "W")

another and perhaps smaller door is apparent. (See illustration I.)

Wide windows require two entrances, preferably one each end, and if the window is very wide an additional entrance in the center is desirable. frequently happens, in designing stores with windows facing on a side street, that no proper provision is made for entrances into these windows. The reason for this is that the builder wishes to give as much wall space as possible to fixtures inside the store. The result is that the windows are hard to trim properly and are usually neglected by the display man because of the difficulty in getting in and out of them. store fixtures should be so designed as to leave spaces for

entrances at the proper intervals or, if necessary, they can be made to swing out of place and thus give access to the window. (See illustration II.)

The farmer's loss

According to a bulletin issued for October by the Bureau of Agricultural Economies of the Department of Agriculture, the quantity of farm products, which in 1913 would buy the farmer \$100 worth of other materials, will now buy him only \$64 worth.

Enclosed in this issue is a post card which may help your paint business.

Digitized by GOOGLO

We built up a \$750,000 business in a town of only 1,250

W. H. WAPLES HAD \$100 WHEN HE STARTED HIS BUSINESS, BUT HE ALSO HAD SOUND MERCHAN-DISING IDEAS WHICH HE USED TO ADVANTAGE

An interview with the president,

W. H. Waples

Starting with a capital of \$500, Waples and Smith opened a little store in Lynden, Washington. soon dropped out, but Waples kept the store going, and kept more and more new customers coming into it. The principles upon which it was possible to build a business of more than three-quarters of a million dollars a year in a town of only a little bit more than a thousand population are outlined in this interview with Waples.

HREE-QUARTERS of a million dollars worth of merchandise sold in a town of 1,250 persons in a year! That's the answer given by W. H. Waples, president of the Lynden Department Store, at Lynden, Washington, to the often-repeated assertion that the small town merchant is being pushed out of business by the mail order houses and the big city stores in the vicinity.

"The wide awake merchant who knows his business, and likes it, will stay on the map," says Mr. Waples, and his store and business are ample proof of the truth of his assertion.

The success of the Lynden store is a remarkable example of modern retailing. More than twenty-five years ago, Mr. Waples arrived in the village of Lynden on a bicycle. Combining his own capital of \$100 (of which \$40 was borrowed), with \$400 of A. R. Smith's, he started business in a store 12 feet wide by 30 feet long.

So hard was the battle in those early days that Smith, more cautious than Waples, sold his interest to his partner after a couple of years. From that time until 1909, Mr. Waples struggled on alone. By 1908, his sales had reached \$213,000; in 1922 they passed \$750,000.

Hold your customers

"Because the number of our customers is limited," said Mr. Waples, "we realized early in our business career that to build up a substantial trade, we must treat each person with such fairness that he would remain a customer as long as he lived

Digitized by GOOGIC

within trading reach of our store, and would even send us mail orders if at a distance.

"I believe you must take a deep interest in your town if you wish its citizens to take an interest in your business. Boost everything that will make your town prosperous and beautiful."

And Mr. Waples puts his beliefs into action. Some years ago, for example, when he found that Lynden was not planning a Fourth of July celebration, his store held one for the town Years afterward, he says, he met men in other cities who were still talking of the Lynden Store's celebration.

The buyer's right

"Small town merchants need not worry about mail order competition. It is a poor argument to tell your customers that they should trade at home because of loyalty, irrespective of the value offered. Merchants buy where they believe they can buy best and their customers are entitled to do the same.

"We must show our customers that we have as good or better merchandise for the same money as the mail order houses, and that we stand back of our goods and cheerfully make good on the merchandise we sell just as the catalog houses do. The average buyer would much rather see what he is buying: he likes personal service."

Unless a merchant is able to carry a fairly complete line it is folly for him to open a new department, according to Mr. Waples.

"The grocer who insists on

carrying a little hardware, or some crockery as side lines, is making a grave mistake," asserted Mr. Waples. "Customers seldom find what they want in a limited stock. It is the old story of the description of the average country store—'a place that has a little of everything, but nothing you want.'

"We find that if we are to have a successful department, we must carry complete lines. Unless a merchant is prepared to carry a line large enough to give a good selection, it is profitless to try competing with full stocks.

"Our hardware department, which is only part of our business, will inventory about \$20,000. For a town the size of Lynden, this would be considered a rather complete hardware store. We carry some heavy hardware and in our bargain basement we have a complete line of household necessi-For instance, we carry three different makes of washing machines, both hand and electric power models; we carry several makes of stoves and ranges and, we also sell paints. enamels and kalsomines.

Catering to women

"Today women do the largest part of the buying and for this reason we cater to them. To do this we believe we must keep our hardware department in much better shape than would be necessary if only men were the buyers.

"We find that women are large buyers of paints, enamels. kalsomines and brushes, besides many other articles kept in hardware stores.

"Well displayed stock in a clean store wins every time. If you would be successful you must have clean windows, with displays changed often.

"We also believe in advertising and find that the best and small towns in our vicinity. We have a mailing list to which we send our monthly Buyer's Guide, an eight-page store paper. This paper is a real business getter. We also have special lists of names that we circularize through manufacturers and jobbers who send out



Don't instal a new department unless you can make it complete, advises Waples. This is part of the Lynden store's hardware department

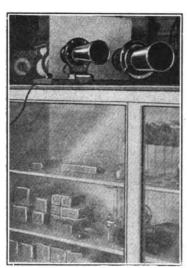
most dependable merchandise usually is nationally advertised. People nowadays read the newspapers and magazines and we cash in on the demand created by advertisements in these mediums.

"We use from half to a page of advertising each week in the Lynden weekly paper and occasionally use space in the Bellingham dailies. Bellingham is 14 miles from Lynden and has a population of 30,000. We also use space in weekly papers of

special advertising matter."

Selling 7,000 bars of soap in one day in a town of 1,250 people sounds like an impossibility, but Mr. Waples did it. First he bought 50 dozen galvanized pails costing him \$2.40 a dozen. Into each of these he put 27 bars of soap and then he sold pail and soap for \$1.14. He had everybody in town carrying off pails of soap. His profit on each sale was only six cents, but he believes he got big value in

(CONTINUED ON PAGE 70)



Seeing auto horns in a case doesn't sell them, but putting them on a counter where they can be tried out does sell them

Chance to try auto horns sells them

On top of its automobile accessories case a store has placed pair of automobile horns mounted on a piece of one-inch wood. They are connected with the electric current, and beside each is a button. It is not only easy to push the button, but it is very hard for the motorist whose car is not equipped with a very loud horn to pass up trying the two horns. One of the horns shown sells at \$6 and the other at \$10, and a number of sales have resulted from placing the pair of horns out on the case. where the prospect gets a chance to try them and compare them with his own without obligating himself.

This method has been found successful with many articles.

Hardware men will aid Near East Relief

Leading figures of the hardware trade have organized a special campaign to aid the work of the Near East Relier which is combating one of the greatest life-and-death emergencies of modern times.

The Near East Relief is governmentally chartered and supervised and in the seven years it has been working has saved more than a million human beings from death in Eastern Europe. There are still more than 2,000,000 refugees in great need, and many of them can not possibly be saved. It is for those whom the organization can still reach that funds are now being gathered. It is estimated that there are 115,000 orphaned Christian children in the Near East whom it is still possible to save.

Almost every trade in the country is being organized for contributions and the hardware field is doing its share. The money is used to feed and clothe the refugees, to transport them to places where they are safe from massacre, to build shelters for them and to establish work shops which will help to make them self-supporting.

The need is great and urgent: the cause is worthy, and hardware men are asked to send in contributions as large or as small as they can afford. The money or checks should be sent to Cleveland H. Dodge, Treasurer, Near East Relief, 151 Fifth Avenue. New York City.

Now is the time to paint your store front—this is how to do it

YOUR WHOLE TOWN WILL FRESHEN UP AND CLEAN UP FOR THE SPRING SEASON. YOU CAN IMPROVE YOUR STORE'S APPEARANCE BY PAINTING IT

"CLEAN-UP and paint-up" time is here. Set a good example for the people of your neighborhood by being among the first to paint up. Your store will attract more customers if you give it a nice new spring dress—a coat of paint.

The hardware dealer should, above all, keep his premises well painted. His arguments in selling paint will fall flat unless he practices what he preaches. This should apply not only to his store front, but to his residence, his garage, his barn or whatever other property he may have.

Another angle of interest to hardware dealers is the fact that so many other stores will, or should paint this spring. Go after that business. One dealer sold a lot of auto enamel by painting his store front, and then placing a sign on it while the paint was fresh, reading "This store front was painted with our famous brand of auto enamel. You can do the work yourself." He then put in a display window, telling more about the paint and how to use it. It got a lot of local merchants interested and sold several paint

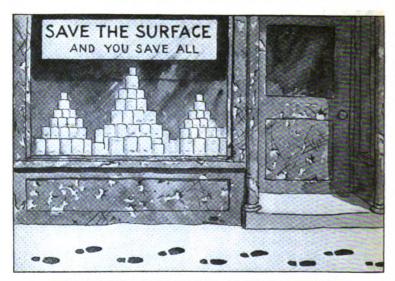
Every hardware dealer can sell a lot of store front jobs if he goes after this class of business. Grocers, confectioners, butchers, etc., as a rule, know nothing about paint, and you will be doing them a real service by giving them the right kind of advice on painting their store fronts,

Painting a store front is a simple operation. A practical painter should be employed, if possible, but the dealer who wants to go to the trouble of doing so, can get very satisfactory results if he or his clerks do the job themselves. If you do the work yourself, be sure to use prepared paints unless you are an expert at paint mixing. Be sure to use the best grade of paint you can get.

The paint to use

First of all; select the color you want. Do not set your heart on exactly matching the color of any one of the chain stores, for you can probably not do it. Most chain stores have a distinctive color, and their paint is made especially for their individual stores. Unless you can get some of this special paint, you probably can not match the color.

Bear in mind that there are two types of paint generally used on store fronts—one a semi-dull

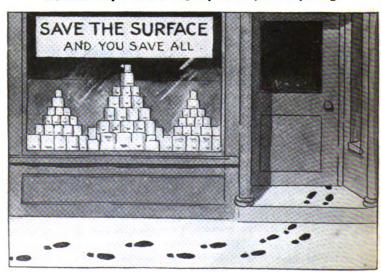


WHO SELLS THE PAINT IN YOUR TOWN?

Two dealers, A and B, started to push their paints. They advertised, sent out letters, arranged displays and instructed their clerks to talk paint to all customers. As a result, the town became interested in painting. People stopped by at the hardware store to ask about costs. They came to Dealer A first and they saw the store front pictured above. It hadn't been painted in years and the old coat was worn, faded and peeling. "If that's the kind of paint he sells," said the customers, "we don't want any of his stuff. Let's see what B has." When they got to B's store, pictured below, they found it spick and span. The front was fresh and clean, the paint was whole and even. It looked inviting. "If that's the kind of paint B sells, I guess he handles a pretty good line," they told each other.

MORAL: If you want to lead in paint sales lead in painting

MORAL: If you want to lead in paint sales, lead in painting.



oil paint, and the other a gloss enamel. Of course there are any number of other freakish finishes, but they are not widely used and we shall not discuss them here.

PREPARATION OF SURFACE: First of all remove all signs, nails, tacks, etc. If there is any loose paint, dirt, grease, or foreign substance, remove it by thoroughly scrubbing, scraping, and wire brushing. Then putty up all the nail holes or other cavities.

Avoid cheap enamel

enamel pinish: The enamel or gloss effect is the one in greatest demand. This finish can best be produced by the use of regular prepared automobile enamel. Insist on a high quality enamel. A cheap one will cause you a great deal of trouble.

Auto enamel is not put up in a great variety of colors. You can generally, however, find a desirable shade. You can always darken a shade slightly by the use of good black oil color, but it is better to stick to standard shades if possible. you wish to change the color of your store front, or if the old paint is in bad condition, two coats may be necessary. In this case the first coat should be thinned with turpentine. only a refreshing, or brightening-up coat is desired, no doubt one coat will be sufficient. Follow the directions on the can or color-card of the enamel that you use.

Do not attempt to do any striping or fancy trimming unless you have had considerable experience and are quite familiar with painting.

DULL FINISH: If you want an oil or semi-gloss finish, use a regular high-grade, finely ground house paint in the shade you desire. If you wish to change the color of your store front, two coats will probably be necessary, in which case the first coat should be thinned with turpentine. If you wish only to refresh and brighten up the paint and not change the color, one coat will be sufficient. This kind of paint on a store front does not generally give as pleasing an effect or as attractive a finish as the enamel described above. Follow the directions on the can or color-card of the brand you buy.

BRUSH: Be sure to use an absolutely clean brush. To be on the safe side, it may pay you to buy a new one. Many a paint job is ruined by the use of a dirty or bad brush.

Sells materials for home-made shelves

Women are always wanting a shelf somewhere in the house that they or their husbands can put up, and the natural place to go to is the hardware store. A dealer in Connecticut keeps a number of boards of various lengths on hand and sells them with brackets. He always makes additional sales of nails and screws, often a hammer or screw-driver, and he is making a good profit on this one idea of selling materials for shelves.

Bill Donnelly pulls some extra dollars out of the air

HE SELLS HARDWARE BY HELPING PEOPLE FIGURE OUT WHY THEY NEED IT AND WHAT THEY CAN DO WITH IT AFTER THEY GET IT

By C. L. Funnell

ILLUSTRATED BY BERNARD WESTMACOTT

HERE are still some people in the world who think the hardware business consists of renting a store, filling it full of nails and screws and tools, and then selling what you have to anybody who comes and asks for it by name.

But Bill Donnelly is not one of 'em. Not Bill.

I never saw Bill yet when he seemed to be busy or rushed or pushed for time or stuck for something to say. But the cashier of the First National will tell you that there aren't any store people around who



I never saw Bill yet when he seemed stuck for something to say

bring in any fatter books on Saturday morning.

Bill sells things by helping people to figure out why they need 'em and what they can do with 'em after they get 'em. Just the other night when I was in there, a fellow came in for some putty and a small piece of glass to fix up a cellar window.

"Why is it," he asks Bill. "that these electric gadgets that turn your furnace on in the morning cost so doggone much money?"

"Must be because there's a demand for that kind of gadget," explains Bill. "Want one, do you?"

"Not for sixty dollars, I don't."

"Then why don't you fool 'em, and make yourself one?"

"Think I could do that?"
"Well. I made one. and

"Well, I made one, and it works. Lookit here."

Bill tears off a piece of wrapping paper and gets his pencil busy. "What you do when you turn on your furnace is to lift up that draft in front and open the pipe damper, isn't it?"

"Yup."

"Well, you take some cord

and a couple of pulleys and fasten 'em to your draft and clamper, so. Now you take an old paint pail and fill her full of scrap iron and hang her on the end of this cord. When the can falls down, the drafts will open. Won't they?"

"Sure."

"All right. Now you take a board and pivot it in the middle and fasten it on your wall. Put the weighted paint can on one end and a counter weight on the other. Now, if you let go this counter weight end, the paint can will drop and open your drafts. All you got to do now is rig a catch on the counter weight end of your board to let it go when you get ready. You use a little electric bell magnet and armature for that.

"All the rest of it is a push button, some batteries, and some wire. Put the push button near your bed and wire her up like this. When you push the button in the morning, the can drops and the drafts open and there you are!

"You come along over to my house tonight and I'll show you how it looks set up."

Gets thanks plus order

Well, that customer stuck the diagram in his pocket and thanked Bill, and here's some of the stuff he bought: a few pounds of bell wire; a set of dry batteries; an electric bell; some staples; some pulleys; a roll of cord; a pair of hinges; some screws and a screw driver.

Another evening there was a man in the store who complained that his wife kicked



It came out that the young man was planning to get married

every time he smoked in the house on account of the ashes.

"Why don't you make a smoking table?" Bill suggested.

"How you going to do that?"

Bill sketched one up for him and sold him a nice little aluminum tray to put in the top so he could take it out and dump the ashes. In addition to screws, sandpaper, a varnish brush and a can of stain, Bill sold him a small plane with which to finish

up the wood. Speaking of that plane reminds me of another that Bill sold just recently. A man came in looking for a clothes rack for his wife. Bill didn't have any, but he had a pencil and paper. He showed the man how to make the rack and mount it on pulleys so that when it wasn't in use you could haul it up to the ceiling and make the rope fast on a little cleat on the wall. That bill of sale included plane, screws, sash cord, pulleys, screw hooks, sandpaper, white enamel.

(CONTINUED ON PAGE 88)

Practical hints on selling radio in the hardware store

HERE ARE A FEW FACTS ABOUT RADIO THAT HARD-WARE DEALERS AND CLERKS SHOULD KNOW IF THEY WANT TO GET THEIR SHARE OF THE TRADE

W HEN you sell a man a hammer, about all you need to know is whether it is a good hammer and why it is. Chances are the man knows how to handle the hammer and how to use it. But with radio it's different. The average buyer knows very little about the product itself or how to use or repair it. The dealer has a peculiar proposition on his hands—and it is just that peculiarity, by the way, that makes radio a very good item to carry, because it gives

the enterprising merchant the chance to render service. The more you know about radio the better will be that service. And the better your service the greater your edge on those of your competitors who know less.

It isn't at all necessary for you to become a radio expert. But you or one of your clerks can at least master some of the fundamentals of radio. They are pretty simple.

One way of learning about radio is through books; but it



The store that ran this attractive window display of radio apparatus makes a specialty of assembling radio sets for its customers



This New Jersey hardware store keeps a small set on its radio accessories show case for inspection

is difficult for some to get anything out of a book without a little previous, actual experience, and the best way to get this is by purchasing a set from a reliable radio concern that is willing to give some pointers as to its operation.

If you intend to handle their line of goods, install the set at your store. Many stores have done this already, of course. In lots of instances they have it hooked up to a loud speaker. If the set is big enough a loud speaker may be attached.

A loud speaker would at first seem a good bet, but there are some dealers who wisely think it poor advertising, because in most radio sets as the volume of music or speech is increased there is a similar increasing of disturbing noises, such as static and conflicting signals; therefore a great many of the loud speakers sound very disagreeable and scratchy.

It is just a question of time when radio engineers will eliminate these noises, but until then the very loud speaker had best be omitted. Stock your shelves with reliable merchandise that will work, but don't expect the public to buy after hearing a squealing loud speaker.

If you feel that you haven't time to master the details of wireless operation and construction, you should be able to find some young man in your city who has built sets of his own and who may be a licensed amateur. You will probably be able to enlist the spare-time services of this young man for a nominal sum per week. You will find boys in high school with an amazing amount of information about wireless. Hire

someone who can give expert advice, and you will do business.

If your store is located within thirty miles of a large broadcasting station, good results may be obtained with a crystal detector, which is the simplest form of radio reception. Crystal detectors require no batteries and are so simple in construction that a youngster can build one. Have your assistant construct a set out of parts from stock and put it on display in your show window.

Buy reliable goods only

You will probably find many people in your town, constructing radio sets, who are on the lookout for expert advice. And it is well to remember that simple sets pave the way for the more complicated ones.

Cheap goods almost always cost the most in the long run, and this particularly applies to radio apparatus. You will save yourself considerable trouble by buying only reliable and tested merchandise. Like any other business, radio has its frauds. Buy from the well-known, old-established wholesaler.

The dealer should never handle untested galena and should handle only the best double phone sets, because single phones work poorly at best. Make it known to your customers that no manufacturer ever guarantees a vacuum tube, so that they will not expect you to replace one that has been carelessly handled or incorrectly used.

While a hardware dealer is not expected to keep a supply

of books in his show case, a well illustrated hand-book for beginners on the subject of radio can hardly be out of place on the counters of the merchant who sells radio equipment.

The receiving range of the best crystal set is about 30 miles for music and speech, depending a great deal upon the length and height of the aerial. They have been known to receive from a much farther distance, but this is the exception rather than the rule. No batteries are needed, and the cost of the complete set with phones ranges from ten to thirty dollars.

A variable condenser will make the signals come in louder, but no accessories can be added that will increase the range, except in the case where telegraphic messages are received. No loud speaker can be used.

Tube sets from \$15 to \$300

The receiving range of simple vacuum tube outfit is 75 miles for speech and music. Two batteries are needed: an auto type storage battery; and a small dry cell, high voltage battery, called a "B" battery. By adding additional parts to the vacuum tube outfit, its range may be increased to more than a thousand miles. Vacuum tube sets cost from \$15 to \$300. You can start with an inexpensive set and keep adding to it until you have an extremely sensitive, long range outfit.

A knowledge of radio will not only increase the sales of your radio stock, but it will help you move tools necessary in the construction of radio sets.

Indiana dealer gets whole town to attend his sales

A SPECIAL SALE SHOULD BE AN OFFERING IN ONE DEPARTMENT AT A TIME, SAYS MERCHANT WHOSE POLICY OF CONCENTRATION PROVED SUCCESSFUL

By Shirley Ware

SALES ordinarily are used as bait to bring customers into a store. Specials are featured in advertising and in window and counter displays—and then direct sales effort is transferred to the regular stock articles. The sales becomes merely the bait by which prospective customers are brought to the store.

Romey's, of Richmond, Indiana, however, has quite a different idea of special sales. If you're running a special, says Romey, run your special and never mind the rest of the store. That will take care of itself for the duration of your sale. Put all your energy and thought into the sale of the articles advertised. And then he warns against the mistake of letting the special sale turn into a failure in a useless attempt to sell everything at once.

An unusual idea, but Romey works it and works it so well

that his advertising slogan, "Shop at Romey's," has become thoroughly impressed on the minds of the people of Richmond. Seventeen years of persistently plugging at that idea has taught Richmond and the surrounding countryside to "Shop at Romey's."

Recently an aluminum ware sale was featured, the third of its kind that the store had held. In order to put the sale over, window displays were used to feature the goods advertised, guessing contest was planned with prizes of aluminum ware to the winners. One window filled with the sale goods and an advertisement of more than a half page did not satisfy this aggressive merchant. the date announced for the sale, every piece of furniture was removed from the first floor of this building, which has five floors and a basement, and tables filled with aluminum utensils were placed at sufficient distance apart to permit the crowds of

> people to come through and make purchases.

Every salesman in the store sold



This slogan appearing in his ads made Romey's known to Richmond



His unusual advertisements make people curious to see his windows which are piled full of sale goods

aluminum ware that morning and the sale continued until noon with a very lively attendance. Of course many of the other floors were visited, but Mr. Romey did not make a failure of one event by endeavoring to sell everything else he had in the store. Instead he concentrated his efforts on the one line and made a big success of that. He made sure that the patrons would be impressed sufficiently with the values they received to "Shop at Romey's" the next time they had anything to buy in the way of hardware or house furnishings.

This event was followed, in the course of a week's time, by a refrigerator sale. One of the windows was filled with ice chests of all descriptions and a window card announced a prize of one of the best refrigerators on display for the nearest guess of the combined weight of all the chests shown. Newspaper advertisements again backed up this display and the entire basement floor was given over to them exclusively.

The spring of the year, when the first warm days remind the housewife that she will have to telephone for the "ice man," is. of course, the time to sell refrigerators, but the merchant who would realize profits at this time must have anticipated selling them some time earlier. The guessing contest puts the idea in people's minds and gets them to see the merchandise, which is the best way to get started selling to sell them.

Another of Romey's sales stunts is the "Dollar Day Special" which is held every month. Articles known to retail at a price greater than a dollar are offered at the sale price of one

dollar. In some instances where the manufacturer stipulates that his product must not be sold for less than this price, Romey's includes in the offer a cooking pan, a bottle of floor oil, or some other thing that the housewife is constantly needing.

These are always advertised in daily and county papers and many out-of-town people come to the city by automobile to make their purchases while the sale is in progress.

Again, cooking demonstrations are scheduled from time to time in connection with the sale of ranges or kitchen cabinets and a manufacturer's representative is usually on the ground to assist. The factory representative, when calling upon the store, frequently gives a talk to the salesmen on how the article is made, what it will do and how

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to sell it, and the salesmen are always inspired to put forth new efforts in making sales.

The cooking demonstrations of today and of "yesterday" are indeed different. About all that is necessary to draw an interested crowd now is to announce that the lecture is to be given. It is usually conducted by an authority in cooking, bits of pastry are offered as souvenirs and chairs are provided for the visitor's comfort. These demonstrations, which are helpful to the houswife in many ways, are held on the basement floor and are always well attended by people interested in better cooking. Years ago such demonstrations as were offered were held on the street corner and were attended by crowds which were more curious than interested, so that the results were far from



The direct result of advertising good merchandise at special prices is a crowd like this one

satisfactory to the merchant. Today, however, the interest which brings the women into the store is a decided asset to Romey's.

One of the interesting points about Mr. Romey's success is that he and Mrs. Romey financed the business seventeen years ago from the meager savings collected when Mr. Romey was a "clerk" in a furniture store. Never since that time has it been necessary for them to call for financial help.

A storeroom just across the street from the present location was used in the beginning and the class of merchandise sold standard was staple. They were house furnishers then and are house furnishers today. but the merchandise on display differs widely from that first sold. The method of selling too is different, for people today are refurnishing their homes continually and this is possible largely because of the retailers' liberal payment plans.

New goods at easy terms

Mr. Romey feels that his success has been due to putting good merchandise before the people, and not being afraid to show what is new. He has extended liberal terms of payment and is continually presenting his goods in a different manner. If he has an anniversary sale, it is not merely a sale with posters

Return the enclosed post card and boost your paint profits.

in the windows to tell people that it is a sale. The reduction in prices speaks for itself, and the advertisements notify Richmond of the offerings which this store makes.

Today there are five floors and a basement to the Romey store, new a year ago, and each is devoted to a separate line of merchandise. The basement is given over to the display of kitchen cabinets, refrigerators, china, aluminum ware, stoves, etc., and it is just as neat in its arrangement and general appearance as any of the upper floors.

Electric worm-trap helps chickens

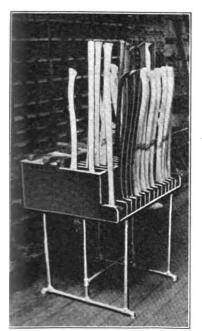
One of the queerest new inventions is a machine, first used in Greenwich, Conn., which is said to shock worms till they beg to be eaten. One inhabitant has driven two brass rods into the earth several feet apart, just outside his henhouse. The ends of the rod are connected with a wire, which is attached to a magneto. The handle of this magneto, when twisted, sends a shock through the ground in the immediate vicinity, and likewise up and down the backbones of whatever worms happen to be in the neighborhood.

"This is no place for a minister's son (or daughter)," they say. "Let's get out of here pronto!" As they flock to the top of the ground, the roosters, hens, pullets, et al., are on the job to pick 'em off, having learned to get busy at the peculiar whirr-r-r-r of the magneto.

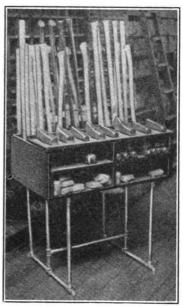
Home-made display fixture for axes

If there is anything in the world that will help a hardware dealer to get the jump on his competitors, it is the adequate display of goods. Farquhar and Sons, of Leon, Iowa, have found that an application of the Woolworth idea of arranging goods where the customers can examine them conveniently is like adding a star salesman.

Acting upon this idea and drawing a bit on its originality, this firm has built a fixture for displaying axes, mauls and sledges. In making this device, economy of space, as well as



The front of this rack is divided into two rows of compartments



The rear view shows shelves for heavy mauls and sledges

convenience and prominence of display, was kept in mind. It was made in the store's workshop at a very small cost.

The body of this display table was built of 34-inch goods, box lumber. It is 37 inches long by 27½ inches deep by 13 inches high in the center. The base is of ½-inch gas pipe. The axes and mauls are arranged in two rows. The upper part has fifteen compartments, accommodating double-bitted axes; and the lower, containing fourteen compartments, is for single axes. In the rear are shelves for heavy mauls and sledges.

The advantage of this display rack lies in the fact that it keeps these goods in orderly appearance and also enables the customer to examine them easily.

Editorials

Lead the Way

ministers SUCCESSFUL long ago learned that more good can be accomplished by

the force of a noble example than by empty preaching. The same principle holds good in the hardware business.

What chance has the hardware dealer of selling a lot of paint by glibly shouting, "Save the surface and you save all-paint and varnish," and then neglecting his own property?

Everybody likes to buy from a neat, clean, well-kept store. Nothing will drive away customers more quickly than an unsightly, dirty, or faded store front. Your store front is the first and last thing that the people in your community see. They are going to form an opinion of you, your line, and your method of doing business by the impression they get from your store front.

Brighten up Main Street

THIS is the time of the year when men and women are turning their attention to "clean-up and paint-up." The hardware dealer should begin the clean-up crusade on his own store front. chance, you find an array of rusty tin signs or hideous cardboard placards,

sometimes called advertisements, on your store front, waste no time in tearing these eyesores off.

A battered-up, nailed-up, mutilated store front is an offense to the community, against which the public-spirited citizens should rise in protest. High-class merchants cannot afford to endanger their standing in the community in this way. Remember, too, that reputable manufacturers do not want their products given a black eye among the intelligent people in your community by having them offensively presented in a hit-or-miss, crazy-quilt array.

After the winter weather, the store front probably needs a new coat of paint to brighten it up. On another page of this magazine, we give you complete directions on how to paint your store front.

THE color and character of your store front should reflect the nature of your business. Bright red or some other bright color is usually used by "price" and chain stores. Most hardware stores find a darker shade more satisfactory.

If your store, warehouse, plumbing or sheet metal shops project on a side or back street, don't forget them. It is important that they be well kept, too, for they reflect the character of your store to a great many people.

Boys' toy chests push regular tool sales

When displaying boys' tool chests in his display window failed to attract customers, one dealer tried out a plan with such success that he not only sold all the toy tools but actually sold saws, hammers, and other tools in his stock.

Just to show what could be done with tools, a doll house, toy duck, table, and other toys made of wood were placed in the window. Instead of completing them, they were just partly finished. The duck, sawed from the wood, was only half painted, the paint can and brush lying beside it. The house lacked a few boards on the roof, these boards being scattered nearby.

The display attracted attention at once because it was so realistic. The tools strewn about the window in boy-fashion looked natural, and the shavings on the floor added greatly to the

attractiveness of the picture.

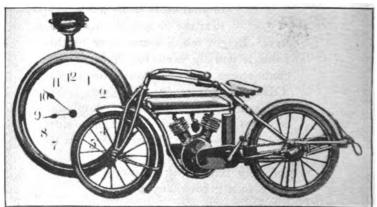
Parents and boys looked in at the window approvingly during the three days of the display. Even the fathers fairly "ached to get the tools in their hands," as one man expressed it.

Most of the sales were made to parents, although some were made to boys. Many fathers noted the small difference in price between the toys and regular tools and bought the latter.

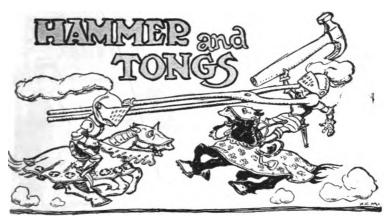
A motorcycle the size of a watch

Comparison with the watch shows the size of this very complete motorcycle, which is said to be the smallest ever made. It is the work of a man of St. Joseph, Mo., who is an enthusiastic motorcyclist.

It took five months to make the little machine, which has a wheelbase of two and one-half inches, stands an inch and a half high, and is complete even to stand, pedals and other details.



This motorcycle is 21/2 inches long and 11/2 inches high



THE PATRIOT

Patriotic Customer: I'd like to buy that flag you showed me, but the price is too high. Can't you come down a few dollars? Dealer: What! Lower Old

Glory? Never!

THE END

The proprietor of a meat market notified his customers that he had sold out by hanging in his window a pig's tail, with a card bearing the words: "This is the end of our pork this week."

HE LAUGHED

Little Bobby came home crying as if his heart would break and between sobs told his mother that he had been down to his father's store and saw his father drop a keg of nails that lit on his foot.

"Now, Bobby," soothed his other, "that's nothing to cry mother, "that's nothing to cry about. If I had seen papa do it, I should have laughed."
"Well," cried Bobby, "I—I—

I did."

THE MOTIVE

He was running a small hardware store in a newly-developed district, and the wholesale dealers found him backward in pay-ment of his accounts. They sent him letter after letter, all of them polite, but each more threatening than the last. Finally they sent their representative down to give him a

sporting chance.
"Now," said the caller, "we must have a settlement. haven't you sent us anything? Are things going badly?"

"No, everything's going fine. You needn't worry. My bankers will guarantee me all right."
"Then why haven't you paid

"Well, you see, those threatening letters of yours were so well gotten up that I've been copying them and sending them out to some customers of mine who won't pay up, and I've collected nearly all outstanding debts. I was only holding back because I felt sure there must be a final letter, and I wanted to get the series complete."

TOO MUCH SMOKE

"How long does an engine last?" asked the inquisitive old lady of the locomotive engineer.

About thirty years," he an-

swered patiently.

"Oh, I should think a tough looking thing like that would last much longer than thirty years."

"Maybe it would, ma'am," he replied, "if it didn't smoke so much.

ONE'S PLENTY

"What's the trouble here," inquired the eastern visitor in New Mexico.

"Nothin' 'cept one of the cowboys got the idea that he is in the hardware business."

"What do you mean?"

"Oh. He was luggin' two revolvers, a razor and a scalpin' knife an' the boys thought one hardware store in town was enough.

PREPAREDNESS

Bang! went the rifles at the aneuvers. "Oo-o!" screamed maneuvers. the pretty girl—a nice, decorous surprised little scream, as she stepped backward into the arms of a young man.

"Oh!" she said blushing, was frightened by the rifles.

beg your pardon.

"Not at all," said the young man, "let's go over and watch the artillery."

CAREFUL

Mistress: Mary, whatever is that bucket hanging on the gas bracket for?

Mary: Please, ma'am, you said the gas was leaking, so I hung it there to save the carpet from

being spoilt.



Dentist (applying a tool to his car): Now this is going to hurt just a little.



Customer: I want a shot gun and a book of rules.

Hardware Man: We have no book of rules-what did you want to know?

Customer: The open season for saxophone players.

HANGING 'ROUND

The Englishman, new to the wild and woolly west, which he knew only from the movies, had been told to ask for the foreman of the ranch, who would give him a job.

"Have you seen a tall fellow with a dark beard hanging around here?" he asked of one

of the men.

"Yes," was the answer, "the

day before yesterday."

"You're sure?" questioned the

newcomer.

"Oh, yes," was the calm reply, "I had hold of the rope myself."

HER CHOICE

"Alice," said the Sunday-school teacher after his lecture on the triumph of the good over the beautiful, "would you rather be beautiful or good?"

Alice hesitated only a moment. Then, "I think I'd rather be beautiful—and repent," she

answered.

Hardware Fairy Tales

By Frank H. Williams



NCE upon a time there was a hardware store that made a big success without advertising.

Once upon a time there was a hardware store that never had any grief in conducting its business.

Once upon a time there was a hardboiled hardware clerk who was dearly loved by the shopping public.

Once upon a time there was a hardware store that never changed its window displays and which was a wonderful success.

Once upon a time there was a hardware store that had no tricks of the trade and no superstition in the conduct of its business.

Once upon a time there was a customer in a hardware store who bought a big bill of goods without once kicking about the price.

Once upon a time a hardware store found that its window displays sold more goods when the articles on display didn't carry price tags.

Once upon a time there was a hardware customer who conceded that the salesman waiting on him might know more about what he was buying than he did himself.

Once upon a time there was a hardware salesman who never took off his coat when he was on the job.

Once upon a time there was a hardware customer who during all the many times he purchased hardware never once asked for a "left-handed monkey wrench."

Once upon a time there was a hardware store proprietor who didn't feel that he would have made a bigger success in some other line of business.

Once upon a time there was a hardware store where everything moved like clockwork all the time.

How McCarthy sells electric appliances

John McCarthy, a dealer in Iowa, has found that a combination delivery man and demonstration clerk has aided considerably in making his electric appliance department one of the most important in his store. He gives less than one-fifth of his space to this department, but it brings him from 20 to 25 per cent. of his gross sales.

His combination delivery and salesman is an outgrowth of a straight delivery service. advertised that he would deliver electric lamps on telephone orders, and then he hit on the idea of replacing the boy who delivered them with a salesman, The salesman generally succeeds in selling a half-dozen or more lamps and, at the same time, he has the opportunity of demonstrating various electric appliances which he carries with him in the delivery truck. This travelling salesman-delivery man has sold a large number of irons, toasters, percolators and other appliances, the profits on which have more than paid his way.

Window displays and demonstrations are also of great value to McCarthy's electric appliance department.

every possible oppor-At tunity he demonstrates church society meetings, men's clubs and similar affairs, offering a reduction in price if a number of appliances is ordered at one time. On one occasion, he lent an electric stove to a grocer who demonstrated coffee in his store. Of course the stove came in for a share of recognition, as a neat sign announced the fact that the stove was borrowed from the dealer. In this way the grocer's demonstration became an advertisement for the dealer.

One of the biggest reasons why this dealer has enjoyed such a profitable business on electric appliances is the fact that he places a price card on each article whether displayed in the window or on the shelves. This helps to overcome the tendency to put off buying because the price may be too high.

Your idea may win a cash prize

GOOD HARDWARE invites every hardware merchant and clerk to write a short letter about something interesting in his store—whether it's a way of handling his deliveries or of an unusual stock arrangement, or what he did to keep the store cool in the summer or hot in the winter.

A prize of \$10.00 will be awarded every month for the most interesting idea sent in. And two dollars will be paid for every idea published. If you have photographs of your store interior or window displays, send them in, too. Address THE IDEA EDITOR, GOOD HARDWARE.

Monthly cash prizes for the best ideas from hardware men

This idea helps dealers who sell spare stove parts—\$10

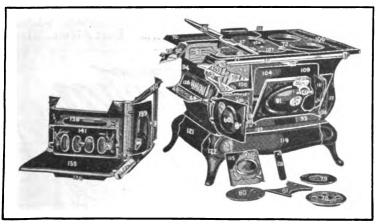
Please allow us to offer what we think is a good idea for dealers who are constantly making out orders for stove repairs.

We wrote to one of the stove dealers asking for a cut of a stove showing the different parts, as they are in the accompanying illustration. We had forms printed showing the stove with parts numbered and in this way we have had very little trouble handling this very profitable business.

Formerly we used to write letters asking the stove company for a certain part: for in-

stance, we asked them to send a front wall. What we call a front wall the stove company may call an end wall, and as a result of the misunderstanding we get the wrong repair and we are out the price of the part, the express or freight and we have probably lost a customer. Some companies allowed us to return the repairs but charged from 10% to 25% for restocking. You can see where we saved some money by using the illustration.

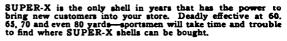
We now order our parts by number and there is little chance



Ordering spare stove parts for their customers from charts numbered and illustrated like this, saved Binder Brothers from errors

Greater Range--Greater Sales Super-X

The famous new load which has outstripped competition



Dealers who know this have at last stocked a shell that competition cannot bother—a leader that sells their whole line—and one that doesn't have to be sold at sacrifice prices. In all the long list of improvements which Western Ammunition has introduced in both shells and metallics, nothing has had a quicker response from the shooting public than SUPER-X. It has really taxed the capacity of the Western factory to keep up with the demand.



for mistake. Formerly the customer had no record of what we ordered and sometimes customers told us that they ordered one thing and the company sent something else. We now make the order in triplicate, one copy to the customer, one to our file

and one to the company so that there is a check all around. We always insist on a deposit of at least \$1.00.

We hope that this suggestion will help someone who had as much repair trouble as we had.

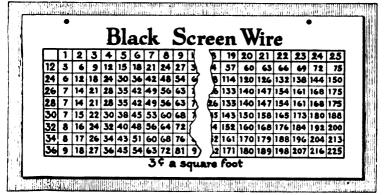
—BINDER BROS. HARDWARE CO.

We save time and eliminate error in selling screen—\$2

Selling screen wire always used to be quite a job in our store, because of the difficulty of figuring the number of square feet, and then the cost at so much per square foot. Because of the double multiplication which was necessary there was always a delay and also the danger of error with loss to ourselves or the customer. In order to eliminate the loss of time and occasionally of money, I made up a cost table, which is like the multiplication table we used to use in school, revised to meet the needs of the screen wire salesman. By consulting this table

you can tell at a glance exactly what the customer must pay for any given amount of screen wire, regardless of the width that he orders.

The attached is a table which shows the various widths and the lengths up to 25 feet. We figure our selling price at, say, 3c. per foot for the twelve-inch screen, 6c. for the 24-inch, and so on, the prices being determined, of course, before the table is made up. Then, when a customer asks for 22 feet of 34-inch black screen wire, we can tell at a glance that it will cost \$1.88.—R. ETTINGER.

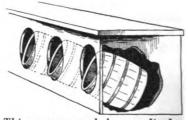


A multiplication table such as that described here will save you time in figuring the cost of screen wire

Display idea that keeps nail kegs out of the way—\$2

A little time and energy are the only expenses involved in making a convenient display of nails in kegs which we use in our store. We made this arrangement because kegs of nails standing on the floor were always in everyone's way and we had no place else to put them. By putting them under the counter, as illustrated, we managed to keep them always in sight and still out of the way.

We cut holes in the front of the counter and tipped the kegs so that their tops rested on the lower edges of the holes. We kept the tops of the kegs about a foot above the floor. When the kegs are full the bottom



This arrangement helps you display nails and still keep them out of the way

edge is kept on the floor. As they are emptied the bottoms are raised so that the contents are always within easy reach. They are raised and kept in place by means of little blocks of wood. The kegs are put under the counter from the rear side, which is open.—J. J. HAUG.

Here's an idea for showing small articles—\$2

I have been reading with profit the section on "Best Ideas from Hardware Men" in Good HARDWARE, and the following is an idea which I think worth while.

Small aluminum articles, such as spoons, ladles, coffee and tea balls, cups, etc., are hard to display, but they will not sell unless they are displayed. We have found a method of displaying these articles on a rack, which has helped our sales of these items considerably.

Screw two upright pieces of wood (about 3 feet long and 3 inches wide) on the back side

of a table. Then screw two cross pieces to the uprights. Have them about a foot apart. Hammer ten D.F. nails at convenient distances along the first cross piece and put nails into the second cross piece, so that they hang between the nails in the first to prevent the articles that you hang up from interfering with each other. You can hang as many as half a dozen articles on each nail in the frame.

Price tags add greatly to the value of this display stand and also help to make it more attractive.—Walter Rome.

Watch out for raised bills in the money you handle!

BY TRAINING CASHIERS AND CLERKS TO DETECT COUNTERFEITED MONEY, DEALERS CAN AVOID HAV-ING SPURIOUS NOTES PASSED OFF ON THEM

By Carl H. Getz

The number of counterfeited U. S. bank notes has increased to such an extent in the past few years that it has become necessary for a dealer to be on his guard constantly. Mr. Getz, in this article, tells the merchant how to recognize at a glance a bill that has been raised.

A MAN went into a store in a small Ohio city not long ago, purchased a few supplies for \$1.75, and then offered a \$20 bill in payment. On the face of the bill was a picture of Thomas Jefferson.

Now, this store owner happened to be a depositor in one of the ever-increasing number of banks which are teaching their depositors how to distinguish the different Federal Reserve notes by the portrait that appears on the face, and he knew that a \$20 note carries a picture of Grover Cleveland and that a \$2 note bears the portrait of Thomas Jefferson. So he immediately assumed, and correctly, that his customer was

trying to pass off a raised note on him.

He then told his customer that he would have to go out for change. He left the store, but instead of bringing back change he returned with an officer. The customer declared his innocence, but when a quantity of notes raised from \$2 to \$20 was found on his person, he was arrested. A short time later he was tried and convicted, and today he is in a Federal penitentiary.

During the past three years, the number of counterfeiters and forgers has more than doubled. Four or five years ago, 600 detections and arrests in any one year were considered an excellent record for the United States Secret Service.

More than 3 arrests a day

Note these figures: during the fiscal year ending June 30, 1922, the number of detections and arrests was 1,195—an average of more than three a day. It is because of the rapidly increasing number of counterfeiters and forgers of Government checks, Liberty Bonds and other securities that the United States Secret Service wishes to impress upon storekeepers the imperative

need of the exercise of real precaution on the part of all those who handle money.

Ninety-nine persons out of every 100 are careless in handling money. When they receive money, they only look it over to make sure that they have the right amount, but it never occurs to them to pay any attention to the genuineness of the notes. All bills should be scrutinized carefully.

At the present time there are in circulation four certificates which are counterfeit. Business men everywhere should be on the lookout for \$5 silver certificates bearing the Indian head; \$10 notes issued on the National City Bank of Ozone Park; \$20 notes issued on the National City Bank of Grand Rapids, and \$100 Federal Reserve Bank Notes.

Look at the pictures

Merchants should teach their cashiers and clerks to recognize the portraits that are engraved upon them, rather than the figures or the wording on the various notes.

Fully 70 per cent, of all the currency in circulation today is in Federal Reserve Currency

bank notes. Each denomination in these notes carries a certain identifying portrait. The counterfeiter will raise the figures and change the wording on genuine notes, but it is almost impossible for him to change the portrait which the note bears.

Memorize the chart below

If cashiers are taught to read pictures instead of numerals and letters, fully ninety per cent. of the field in which counterfeiters operate would be wiped out, and their returns in the other ten per cent. would be so small, and their risks so hazardous, that the game of raising and counterfeiting currency would soon lose its appeal to this type of criminal.

This should not be difficult, because the heads of the men whose portraits appear on the Federal Reserve Bank notes are familiar to almost everyone from his early school days. Here is a table of portraits on Federal Reserve Bank notes. comprising 70 per cent. of the currency in circulation today, and 99 per cent. of the raised currency in circulation.

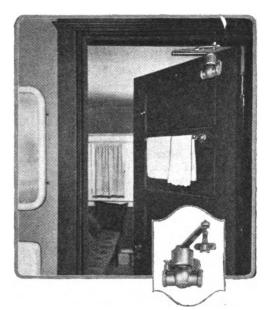
(CONTINUED ON PAGE 84)

Denomination:					Portrait	
\$ 1	Federal	Reserve	Bank	note	always	Washington
\$ 2	44	46	**	"	66	Jefferson
\$ 5	46	"	et	"	44	Lincoln
\$10	46	"	"	"	"	Jackson
\$20	14	"	"	"	"	Cleveland
\$50	44	**	**	"	"	Grant
\$100	**	"	44	"	"	Franklin
\$500	"	44	44	"	"	Marshall

SARGENT NATIONAL ADVERTISING

Will help you to sell "520" Door Closers

This illustration is reproduced from a national advertisement directly to the American h o me. There are a great number of doors, inside the home, which should be kept closed. Refinement, silence, utility and even safety are the reasons being presented with telling effect. Show this light, economical "520" to your customers.



SARGENT DOOR CLOSER "520"

for light doors inside the home

You can see the unusual possibilities for selling the Sargent "520" Door Closer in your neighborhood—how an aggressive cooperation on your part will result in profitable sales. You can bring the Sargent "520" to your customers' attention. Suggest its use on lavatory, cellar and back-stair doors. Then there are storm doors in winter and screen doors in summer—all needing the light and dependable Sargent "520." Screen door time will soon be here and this field, alone, offers unusual possibilities.

Get your carpenter-and-builder trade to recommend the Sargent "520" to their customers. They will be glad to do this when they see that it works with all the

The Decimal System of Pricing and Packing has been adopted for Sargent Hardware certainty and silence that characterize the large Sargent Door Closers used in public buildings, schools and offices. Make the Sargent "520" Door Closer make money for you. The way is easy. The market is great.

SARGENT & COMPANY, Mfrs.
New York NEW HAVEN, Conn. Chicago

Good Hardware submits dealers' decimal vote

(CONTINUED FROM PAGE 18)

laugh at ourselves for not having made it much sooner. Their argument can be summarized as follows: "We are a modern Business progressive people. people have often been in the vanguard of progress. ness men gave us modern improvements, a mechanical age, new devices, but why does business allow itself to be penalized in a day of progress by the use of a clumsy, time-worn system. Why hasn't modern efficiency long ago junked that waster of time, energy and money-the dozen - gross system. It is strange that we have stumbled along, groping our way with tools designed for another age. We succeeded in abolishing shillings and pence, why not dozen and gross."

Some objections

Now a word about some of the objections raised to the decimal system. Some manusacturers seem to feel that the change would cost a amount of money. One has even gone so far as to say it would cost "millions of dollars." GOOD HARDWARE has carefully investigated this point, and believes that many have overestimated the cost of making the change.

In the first place, should the decimal system be officially adopted, the trade would, no doubt, be willing to allow manufacturers whatever time is nec-

essary to make the change. Sufficient time would be given so that the manufacturer could dispose of a reasonable amount of his stock. As a matter of fact, the manufacturer or jobber with his ear to the ground will today go easy on contracting for a large edition of catalogues, or a heavy supply of packing cases and cartons, until he is sure about just what the trade will ultimately demand -the decimal system or the dozen-gross system. Care now will probably result in a saving later.

Cost over-estimated

The cost of making change, as said before, is overestimated. Fortunately, we have several manufacturers with very comprehensive lines who have already made the change to whom we can turn for in-GOOD HARDWARE formation. has interviewed them. The General Manager of one company with a large line said that the entire cost of making the change from the dozen-gross system to the decimal system was not more than \$5,000. When compared with the large business that this company has, the cost, on a percentage basis, was negligible. It was necessary to junk only a few packing cases and cartons: there was no scrapping of machinery, standards, patterns, etc. This company was able to utilize more than 90% of its cartons and more than 95% of its packing cases. Most products are made in a variety of When the packing is changed from twelve in a car-

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SONNEBORN PRODUCTS



Stormtisht FOR USE ON ANY ROOF IN ANY WEATHER STOPS LEAKS

Stormtight is different from ordinary roof paints and compounds.

It gives real leakproof protection for years—it is the only nationally advertised product of its kind—it pays you a generous profit.

Fill out the coupon below and get the demonstration block which proves the thickness and elasticity of Stormtight as actually applied to different roofing materials.

Read the advertisements in the Saturday Evening Post, Literary. Digest, leading Industrial Magazines and Newspapers.

Don't wait for a salesman to call—start your Stormtight profits now—send in the coupon today.

L. SONNEBORN SONS, INC.

Dept. 40

116 Fifth Avenue

New York

Please send me free one Demonstration Block and Dealer Book and tell me about your profitable proposition.

Signed

Address

SONNEBORN

ton, to ten, it is simply a matter of packing a given size in the next smaller carton or case. In this manner, practically no cases or cartons were junked.

The cost is small

Another manufacturer said that the change in actual dollars and cents compared to his volume of business was very small. The efficiency brought about in the packing and billing departments more than paid for the change in one year. The decimal system eliminated a lot of costly errors, besides reducing the actual number of employes in these departments.

The above references are to manufacturers with comprehensive lines. Manufacturers with limited lines have made the change at almost no expense. There is, of course, a certain amount of confusion, but if all manufacturers should make the change at once, the confusion would be of short duration. one changes now, another later. then there will be prolonged confusion. The last one to make the change will be the one who prolongs the confusion.

It is the opinion of those that have had experience with the decimal system that a manufacturer or jobber with even a comprehensive line can, with the right kind of efficiency, make the change at a negligible cost. One manufacturer writes: "We have been convinced for quite some time, after trying out the marketing of some of our other items in this manner (decimal system), that there would be a very large saving for everyone

handling the goods if all manufactured items were sold and priced by the decimal system."

Some opponents of the decimal system say it would involve getting out a new catalog. This is not the case. Manufacturers who give actual current prices in their catalogs can simply withdraw the prices at the time of adoption of the decimal system, and issue an addenda of new prices. Even without the new prices, anyone can still figure the unit or hundred price from the dozen-gross price in the catalog. As soon as the new catalog is issued, then the new system can be incorporated, but the decimal system will not make it necessary to issue a new catalog.

Manufacturers agree

The expression of many manufacturers is to the effect that as soon as the trade has definitely demonstrated that it wants the decimal system, they will be perfectly willing to take the trouble and meet the expense of making the change. One manufacturer expressed the sentiment of many in the following words:

"As to our views on this subject, we, of course, are ready to consider such a method if the general rank and file of our customers feel that it would be to their interest to have it followed. There are undoubtedly many more good arguments in favor of the decimal system than for the dozen-gross, etc., and perhaps the only serious objection against it would be the



Appeal instantly to every one who sees them. They sell on sight, at good profits.

Women long have wanted something to do away with the necessity of hanging garments on hooks that almost ruin them; something to facilitate handling them; to care for them properly. Knape & Vogt Clothes Closet Fixtures answer the requirements. Keep garments in perfect condition. instantly at hand. Glide back and forth noiselessly, on frictionless roller bearings, at the touch of a finger. Attractive; full nickeled; no limit to

capacity.



FREE WINDOW DISPLAY

This window display will sell fixtures for you. Sent free 50 inches wide, 30 inches high. Lithographed in 9 colors, on heavy eardboard. Stands up on heavy wings at ends.

KNAPE & VOGT MFG. CO., Grand Rapids, Mich.

Knape & Vegt Mfg. Co., Grand Rapids, Mich.

Gentlemen—Please send me special introductory package containing window display, mounted sample and twenty-two fixtures in different sizes to meet all requirements as stated above.

Name	
------	--

Address

Say you saw it in GOOD HARDWARE

inconvenience and annoyance necessarily caused by any change so radical and far-reaching as this."

Other manufacturers commented as follows: "Will eventually aid the manufacturer fully as much as the retailer." "Easier in ordering, packing, checking and figuring; less chance for mistakes, and consequently better feeling between buyer and seller." "We have used the system from the time we started in business, because of saving of time in making calculations, and accuracy."

Simplicity wins

"For simplicity and prevention of error. Have employed the decimal system in all departments for three years and know whereof we speak." "It simplifies packing, billing, price computation, and makes more simpresentation to dealer." "Have used it on nearly 90% of our line for twenty years and next catalog will be entirely so." "Simplicity-efficiency. A very common-sense, practical movement." "It will undoubtedly result in the long run in lower distribution costs." "As many of our customers order 100 or 250, etc., while our goods are sold by the gross; it would make invoicing less complicated and mistakes." "Simplest. avoid quickest, reduces risk of errors. No real reason why we shouldn't adopt it—keep up the good work!"

Many jobbers and some retailers say that all manufacturers should adopt the decimal system at one time. That is sound reasoning. The jobber and retailer already have the confusion of every known system. If first one manufacturer changes and then another, the confusion is prolonged. If the entire industry makes the change at once, the confusion will last for only a short time.

Following we give you comments made by a few retailers:

"We favor it because of the many advantages mentioned in your article." — VONNEGUT HARDWARE Co., Indianapolis, Ind.

"The price is on the spot when you move the dot." — HARRY SMILLIE & Co., Rhinebeck, N.Y.

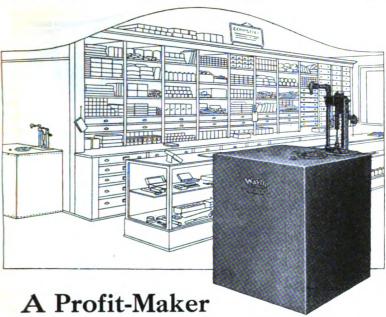
"We favor it because it is the only practical system. The writer has the experience of going through the change when installed and knows the results."—H. M. MACK-PRANG, Peru, Nebr.

"We are in favor of it if it is adopted by all, otherwise it would be confusing if some used decimal and other dozen."—Bell & Bates Hardware Co., Quincy, Fla.

"There is nothing against it and everything for it. It is just good common sense."—H. E. WOOTTON. Bisbee, Arizona.

"There is everything in favor of it and we can see nothing against it. We have always favored it. We thank you very much for the good work you are doing to get manufacturers and jobbers to adopt the decimal system."—Johnson Hardware Co., Burwell, Nebr.

"Received a bill of goods, billed according to this method and, oh boy, how easy to price. Keep up the good work and let's tackle the standardization of catalogs, next. You are doing some good work."—M. B. Perlman, Jersey City, N.J.



for Your Business

There is good money in pushing your sales of oils and of kerosene,—if you make proper provision for handling orders cleanly and quickly.

A Wayne system, such as illustrated here, costs relatively little, and pays high dividends over a long period of years.

It helps to eliminate fire haz-

ard. It saves time. It prevents waste. And it makes the job of filling oil and kerosene orders, neater and cleaner.

Put this little money-maker in your store,—and then watch how your profits from oil and kerosene sales increase. Get the facts and the figures. Write us today.

Wayne Tank & Pump Co., 795 Canal St., Ft. Wayne, Ind. Canadian Tank & Pump Co., Ltd., Toronto, Ontario, Canada

Division Offices in: Atlanta, Boston, Chicago, Cleveland, Dallas, Detroit, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, San Francisco and Los Angeles

Warehouses in: Philadelphia and San Francisco

An International Organization with Sales and Service Offices Everywhere



HONEST MEASURE PUMPS

Say you saw it in GOOD HARDWARE

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Note the coupon in this ACME Freezer ad which appears in May Country Gentleman. As each coupon order is sent to us, we refer it directly back to the trade.

ACME Freezer national advertising is also appearing regularly in Ladies' Home Journal, Good Housekeeping and Farmer's Wife.

More than four million families are being reached. Every ad emphasizes that the ACME Freezer is a durable, sanitary, quick freezing, easy turning, ice saving, all-metal freezer made without gears or other complicated parts to wear out or get out of order.

Order through your Jobber

THE RITTER CAN & SPECIALTY CO. Philadelphia, Pa.

Factory Selling Agents:
BEH & CO., 1140 Broadway, New York.

ACME FREEZERS

2 Sizes Retailing at

2-qt. heavy tin, \$1.25.

2-qt. galvanized, \$1.50.

4-qt. heavy tin, \$2.25.

4-qt. galvanized, \$2.50.

"We favor it because there is no other real system. After we use the decimal system a few months we will wonder how we ever used the dozen system."—V. D. Jones, Bowdon, N.D.

"It saves time. Who the h—started this doz-gross business anyway?"—J. R. MILLER, Wynona, Okla.

"It should be adopted for the same reason we use automobiles instead of horse drawn vehicles—modern efficiency, time saving, etc."—GLENBROOK IMPROVEMENT CO., Glenbrook, Nevada.

"We favor it because of its simplicity, and it is the best system. We also like GOOD HARDWARE a lot."—J. H. FRENCH & Co., Medora, Ill.

"Try to figure an invoice of gross items. That will give you the best answer."—Shepherd Hardware & Implement Co., Paris, Idaho.

"One can readily see what articles cost (each). Think dozens are nonsense and cannot conceive why decimal system has never been used."—MAGNA LUMBER & HARDWARE Co., Magna, Utah.

"It saves time and that's money. In fact we should have adopted the decimal system long ago."—Suburban Hardware Co., 5937 Roosevelt Rd., Cicero, Ill.

"The only system that you can see at a glance where you are. Get other trade journals to take this up."—C. P. Brainard, Devil's Lake, N.D.

"It gives prices of each article without figuring goods when packed 5 or 10 to a package."—
PETER E. NELSON, Cooperstown, N.D.

"It enables dealer to tell prices at a glance, without a lot of figuring. It is the logical system to use with a decimal system of coinage."—
OTTAWAY & PAESKE, Edgar, Wis.

"It will save time and a great many mistakes. We favor it by all means."—F. L. ZILISCH HARDWARE Co., Juneau, Wis.

"The difference in time saved in figuring can hardly be estimated, but would amount to large amounts if the time was actually kept track of in even a small business."—M. B. Lendved Hdwe. Co., Clintonville, Wis.

"It should have been that way at the beginning of time, besides saves time, mistakes, worry, trouble and money. Means progressiveness, ease, comfort, service, confidence that the right cost is fixed."—W. H. Coles Coml. Co., Newcastle, Wyo.

"It will do away with a lot of errors and can tell at a glance what an article cost without doing a lot of figuring."—T. I. STRINDEN, Litchville, N.D.

"It is a head saver, will lessen the danger of making mistakes and should have been in practice years ago and would be glad to see it in use."—L. E. CASEY, England, Ark.

"Why was the horse and wagon replaced by automobile?"—SIMON & WALKER, Astoria, L.I.

"We favor it because it is more simple and less liable to allow mistakes. I have often wondered why it was not adopted before."—W. V. McKinstry, Delavan, Ill.

"Saves time. Less liable to make mistakes. I now receive invoices marked up in the Decimal system and can check up such invoices in half the time."—FRANK R. HAGI, Ransom, Ill.

"It will save time and mistakes, which means that a fellow's hair won't get white so soon."—Fred RAYMOND, Port Sanilac, Mich.

"It must come sooner or later, why not now? It will make business more efficient."—DOTTERER & BECKES, Inc., Syracuse, N.Y.

We built up a \$750,000 business in Lynden

(CONTINUED FROM PAGE 33)

the good-will advertising this stunt gave him.

Another venture in good will advertising was the sale of 50 dozen brooms at 10 cents apiece. These were all sold between the time the store opened in the morning and one'clock in the afternoon. There were no strings attached to this sale. Anyone who came could buy a regular 75-cent broom for 10 cents, without purchasing another thing. The clerks made out a sales slip for each purchase and in this way the store had a check on every family into which a broom went. venture cost the store \$180, but Mr. Waples feels it was money well spent.

"In buying we study the markets, styles and our customers' desires—not our own. We try always to buy for less so that we can meet any competition. All our goods are marked in plain figures—one price to everyone.

Gives added service

"We do a credit business, but do not believe in extending credit more than 30 days. After that we charge interest on unpaid accounts.

"Besides all these things we endeavor to give customers those little services that they all appreciate—such as waiting rooms, telephones and drinking fountains. Having a store wellfurnished these days, attracts farmers and others. The average farmer has modern comforts and conveniences in his own home and he expects them when he shops. When he drives up to a store in his auto he wants to see an establishment that compares favorably with his dairy or poultry plant."

Recently he celebrated the silver anniversary of the founding of his business. From that little 12 by 30-foot room, his store had grown to occupy the three floors and a mezzanine floor of a 75 by 100-foot building besides a feed and grain salesroom 80 by 140 feet, giving a total of about 40,000 square feet.

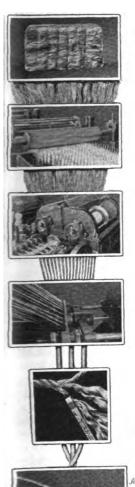
A silver anniversary

As in his merchandising, Mr. Waples adopted unusual methods of celebrating his anniversary. He decided to have one grand birthday party for everybody who wished to come—and that proved to be about all the able-bodied people in the nearby countryside.

To assist in the big undertaking—that is, to wait on the tables—Mr. Waples invited the wholesalers and traveling representatives with whom he does business. On the big day, rushing around the tables serving his 4,000 guests, were prominent wholesalers from all parts of the Pacific Northwest.

For his banquet he used half a ton of mashed potatoes, seven hind quarters of roast beef, fifty gallons of gravy, thousands of hot biscuits, fifty gallons of ice cream, 700 apple pies, barrels of coffee, gallons

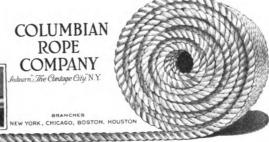
Know What You're Buying



The Columbian Rope Company is proud of its achievements in the art of making the best obtainable Cordage. The processes are not secret, and every large user of Rope should familiarize himself with the major operations in the course of its manufacture.

For that very reason, we have prepared an interesting illustrated folder on the subject, also showing the manner in which the patented *Tape-Marker* feature tangibly guarantees the rope and protects jobber, dealer and user alike.

Send to-day for this interesting folder entitled "How Columbian Tape - Marked Pure Manila Rope Is Made." There's no obligation.



of cream and many boxes of apples.

The way the town of Lynden and the vicinity responded to help celebrate Mr. Waples' silver anniversary is given as a proof of confidence in his integrity and fair dealing. Confidence, he says, is the cornerstone of his business success and he attributes a large share of the general confidence in his store to a slogan he found in a Marshall Field catalog before he started business at Lynden. It was: "Integrity in purpose, in merchandise, in credits, in everything."

Use of his phone attracts trade

A dealer in a middle western city of about 25,000 has found that the telephone will help him bring women into his store. He had noticed that women often asked for permission to use the telephone while they were in the store buying and it occurred to him that he might try offering it to them first. He had the instrument moved from its place in the rear to a stand near the front of the store, where it could be seen from the street. Above it he put a sign which read: "This phone is for our customers' use. Make use of it often."

The offer of the use of the telephone immediately creates a friendly feeling on the part of the customer who reads it and it brings many of them into the store where they are brought within view of displays of

goods that they need or can use.

It costs the store nothing, because there is unlimited telephone service and it brings people into the store who might otherwise go elsewhere.

Lends brushes to his paint customers

In a small town in Iowa, situated close to a large city, a dealer has established an unusually nice business in his paint department. He placed one of his salesmen in charge of this department.

A display window located on the side street has been set apart for paint displays exclusively and it is changed regularly. From time to time, display cards are used in the window along with the display of paint or varnish.

The salesman in charge early discovered that many customers their postpone painting because they do not want to buy expensive brushes which they use only once. To break down this resistance, he decided to lend brushes to customers when there is any hesitancy about This extra service, buying. coupled with the advice which he is able to give customers, has made the store the headquarters for paint, and the city which is located only six miles away draws very little paint trade from the town.

Have you voted on paint simplification? See page 7.

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Now is the time

to put that new equipment in!



Stop putting it off!

Extracts from Mr. Fruehauf's letter

I thought I was realizing everything possible from my resent store.

Gentlemen:

After going into matter with he Duluth repre-entative, I finally lecided to install 'Duluth' Equip-Duluth ment and now that it has been in service nearly six months, I have found that it increased increased my business 42%

Fruehauf, Cleveland.

Your old equipment is handicapping you to the tune of a 25 to 50% loss in business every year. You know it! The trouble with you is that you think of nothing

but the initial cost. All right-remember you are not going to quit business next week—there are a lot of years to come. Going to have the same old store equipment then—and the same little old business? Not much—your business will depreciate with the fixtures. Think of that initial cost of new equipment, not as an expense, but as an investment!

GROW and let people know you are growing. This is your opportunity. We'll help you—do it all in fact—plan the arrangement, give you an estimate, and prove to you beyond question that new fixtures will increase your business to to 100%! All without obligation.

(Costs nothing to have our man call and make that estimate.) Stop the dreams and do something! Drop us a card or write us a letter right now.

or write us a letter right now.

DULUTH STORE EQUIPMENT

Manufactured by

DULUTH SHOW CASE CO., DULUTH, MINN.

Say you saw it in GOOD HARDWARE

Digitized by Google



Carry Spare Lamps

-Westinghouse

This nation-wide slogan is being capitalized by live hardware dealers who sell automobile accessories.

Motorists everywhere are awakening to the necessity of carrying spare lamps as they carry spare tires.

Westinghouse M a z d a Automobile Lamps, known for their dependability and service, offer you a rapid turnover and a substantial profit. They are not consigned, but may be purchased from authorized Westinghouse wholesale distributors.



Westinghouse dealers have found the Westinghouse Automobile Lamp Kit a sound merchandising argument that helps them sell six lamps instead of one.

Your nearest Westinghouse jobber is always ready to explain to you the sales possibilities of Westinghouse Mazda Automobile Lamps.

WESTINGHOUSE LAMP COMPANY

165 Broadway, New York, N. Y.

Sales Offices and Warehouses Throughout the Country
For Canada: Canadian Westinghouse Co., Ltd., Hamilton, Canada

How Barrett-Hicks sold to women

(CONTINUED FROM PAGE 28)

A regular plan is now followed to keep women coming into the household department. Liberal newspaper space is taken each week for special offerings for Saturday. perience taught the firm that prices of these specials should run less than a dollar. It has used them at prices ranging from 39 cents to 98 cents. About six dozen of them are handled at a time and they are usually sold out before the afternoon is well advanced. A half a gross of garbage cans at 98 cents were sold on one Satur-Almost as many mixing bowl sets were sold by midafternoon of another Saturday.

Along with the specials the store always shows inexpensive seasonable or new kitchen articles not reduced in price.

Handling the specials

These specials are placed on counters in other departments to suggest themselves to shoppers who are not in the store to buy household goods. On Saturdays the salespeople push the household items; on other days they are instructed not to be urgent in that respect for the firm does not believe in forcing sales upon people, but rather depends on display to make sales.

About \$100 worth of the specials themselves sell on Saturdays and they make about \$500 worth of additional sales of other goods of regular stock.

In that way they prove their worth.

"Advertising household specials, and using windows, like the June Bride suggestions window, are bringing women to our hardware store in considerable numbers," said Mr. Perkins. "We are getting the sales on refrigerators, stoves, heaters and household items of lesser value in which hardware stores have always specialized.

What she wanted to know

"Furthermore, we are making women our customers by reason of the fact that our salesmen know their goods. Women like to know something specific about the article they buy, something more than the size or the price, and the hardware man can tell them. For instance, one woman said recently as she decided to take a certain article that the salesman showed her 'There. that's just what I've wanted to know!' Another woman told us 'This is the only store that can give me full information about the things I want to look at.

"Our windows, figured on the basis of their rental value, are big producers for the money. Trimming them to dovetail with our advertising and making them as attractive as department stores do their's means more women inside the store and more sales to these women.

"We have 75 feet of windows and they are the first of our silent suggestions. Next is the open space just inside the front doors, about 25 by 50 feet, the highest-priced space in the store.

We do not have permanent fixtures there; if we did it would not be long before what we had in or on those fixtures would be invisible. Instead, we use this space for a 'flying squadron.' There are tables, special stands and goods in irregular display fixtures. Just now a young woman is up there demonstrating paints. offered a selection of brushes at special prices to attract women.

"In this space, we show seasonable merchandise, goods that we have advertised. There is always something new there: and that means a temptation to look, and no tiring of the customers such as would result from displays of the same goods for weeks.

That it has paid this firm to take a lesson from the department store and make the fullest use of its own strong points is evidenced by the fact that it takes three times as many employes to handle the business as were necessary six years ago.

Dealer runs chickhatching contest

As part of their campaign to sell more incubators, the firm of Borland Brothers, dealers of Scranton, Kansas, have offered a prize to the man or woman who, by a certain date, gets the largest percentage of from an incubator bought in their store. The contest closes on May 20th, but it has already created considerable interest.

Shortly after the closing of the contest, Borland Brothers expect to run an advertisement giving the names of the contestants, together with the number of chicks hatched and, it the winner is willing, they will run his or her picture with the incubator and the chicks. prize offered is a four-pim nickeled tea or coffee pot, or a choice of any other merchandise of equal value.

Iowa dealer makes accessories sales

Some time ago, a dealer in a small Iowa town, read a stateabout the ment amount money spent on automobiles for accessories and after a little investigation, put in a small stock of them. He soon found that the new car owners were his best prospects.

From the local county officers, he got a list of all car owners. circularized each twice. To the owners of new cars, he offered new tire testers free in order to induce them to call and inspect his line. ing the first season, he turned his stock twice and in referring to this department said, "The reason I have turned my accessory stock twice during the three summer months was, because I worked mostly with the owners of new cars. As I secured the names from the court house, I sent personal letters to each owner, offering him a new \$1.00 tire tester free. I gave away! about two dozen testers and la figure that I sold at least \$10.00 . worth of equipment to each owner who called."

Gives recipe booklet with refrigerators

A western hardware dealer has increased his refrigerator ales noticeably by the following scheme:

First he arranged with the ocal ice company for a special ate on 250-pound lots of ice luring the month of June.

Then he advertised, by speial letter to all the housewives n the community, that anyone urchasing a refrigerator at his tore before the first of June rould receive a book entitling er to 25 pounds of ice FREE. He then arranged with the ocal printer for a number of ttractive booklets in which ere printed twenty recipes for ammer dishes-dishes that deended upon ice, both as an inredient and as a cooling medi-He was able to procure is list through the co-operaon of the high school domestic zience department, and the cipes given were unusual and opetizing—a boon to the houseife who frequently doesn't now what on earth to cook.

Valuable list of don'ts

To every woman who bought refrigerator he gave one of lese booklets. One housewife old him she didn't know which the valued most, the recipes or the page of REFRIGERATOR DON'TS that was printed in bold type and took the place of the customary title page.

The REFRIGERATOR DON'TS ere as follows:

Don't buy a cheap one; the

best is the cheapest in the end.

Don't let the ice-man drop the ice in, or break the ice to fit in the box, especially if it is porcelain-lined.

Don't let anything hot be put in it to cool; cool the food first.

Don't put any odorous fruit or vegetables in the ice-box if there is milk, butter or water in it; these absorb odors and flavors quickly.

Don't leave milk, butter or water uncovered in the refrigerator—or anywhere else.

Avoid having it in kitchen

Don't keep the refrigerator in the kitchen, if there is any other available spot; if you are obliged to, don't be afraid to use newspapers lavishly; wrap the ice in them, and cover the outside with papers also; it will tend to reduce the ice bill.

Don't think that because it is frozen there are no germs in it; great caution should be exercised when buying ice if it is not artificial.

Don't neglect the drain-pipe or the dripping-pan of the refrigerator; clean it often, and use a few drops of disinfectant (odorless, of course), and a small piece of washing-soda in the water in place of soap, and your ice chest, box, or refrigeritor, as it may be, will always keep fresh and sweet.

This method, while used by this particular merchant as a sales stunt for the month of June, could be just as effective if used as a plan for cleaning out on refrigerators later in the season, thus eliminating a carry over on this part of your stock.

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Here's your opportunity to simplify your paint line

(CONTINUED FROM PAGE 10)

greater need of economy now then during the war. By cutting out some of the unnecessary sizes, you will still be able to take care of your customers in a satisfactory manner.

DECREASE YOUR INVESTMENT: When you eliminate unnecessary sizes and colors from the paint and varnish line, quite naturally you can handle the stock necessary to take care of your customers with a smaller Many a dealer is investment. today groaning under weight of too big an investment, and his paint department is so top heavy that he can't make money. If, in the future, you want to do as big a business as you are now doing, or even bigger, with a smaller investment, then you ought to approve the simplified line.

More turnovers a year

INCREASE YOUR TURNOVER: When you clean the dead wood out of the paint and varnish line and you decrease your investment without loss of business, then you will turn your stock more rapidly. In a previous article we showed you how a dealer with a rapid turnover makes more money than a dealer with the same business at a slow turnover. You make more money in actual dollars and cents, as well as a higher rate of return on your investment. A more rapid turnover is, in the opinion of many retail experts, the biggest single problem confronting the American hardware dealer today. The difference between profit and loss is often a matter of turnover. If you want a more rapid turnover in your paint and varnish department, with all the economies and profits that go with it, then exert your influence in favor of the simplification program.

Get your vote in

BETTER SERVICE: By cuting the dead wood out of the paint and varnish line, you will be able to keep a better stock of the salable colors and sizes. You can then stock the heavisellers in larger quantities without increasing your investment and go a long way in eliminating the "we-are-out-of-it" evil. You will be able to give your cutomers better service.

BETTER PROFIT: Now, when you stock only the necessary products, and you turn your stock quickly with a reasonable margin, you are going to make more money. The elimination of the dead wood will, without a doubt, increase the hardware dealer's net profit. More than that, it will eliminate a lot of the waste of the paint business. Think of the waste at present on account of goods hardening in the packages, rusty cans. soiled labels, etc., all because of the accumulation of unsalable or slow-moving stock. A simplified line will put the entire paint department on a higher paying and more satisfactory

RETURN THE POST CARD: As a service to the hardware trade

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"This REGISTER can't forget and won't let the clerk"



Hardware Stores—"Double Action"

The Sundstrand is an adding machine as well as a cash register

You need a cash register every day also an adding machine. Sundstrand gives both—is a "double action" machine—first cost is low—gives double service for years.

Simple to use, too. A mere shift of the new "divided carriage" changes from cash register to adding machine. You add and multiply on one tape—record cash register transactions on the other.

As a cash register the Sundstrand protects your cash—drawer cannot be opened without indicating the reason. There are indicators for several clerks and for nine departments, such as paints,

cutlery, stoves, etc. Holds all records rewound in register, total under lock and key.

As an adding machine you have Sundstrand simple 10-key operation to help check sales slips and invoices, foot ledger, bank balances, figure inventory, etc. You have the same adding machine of which Standard Oil Company, Eastman Kodak Company and many other leaders use from 15 to 100 each.

Write for low price and full details. See how this "double action" service helps you stop leaks, prevent errors, reduce losses and make more money. Address Department H.

SUNDSTRAND ADDING MACHINE CO.

Rockford, Ill., U. S. A.

Sales and Service Stations throughout the United States and Canada

Sundstrand

Adds — COMBINATION — Multiplies

CASH REGISTER

Forced Indication—Automatic Control



For Years
I. C. U. Metal Polish
has made good
in the big

MAJESTIC BUILDING

DETROIT

It will make good with your customers also, because it gives such a high, lasting luster to metal trimmings and fixtures with so little effort. I. C. U. Metal Polish is in steady demand in restaurants, banks, stores, soda fountains, theatres and homes. You can turn I. C. U. quickly and at a good profit, and the investment is small.

Send for Sample Can

Try it; it never fails to make good. Also ask for the I. C. U. "family album," showing 24 of the fastest sellers you ever handled.

THE LIVINGSTON CO.

Div. G

New Haven, Conn.



and the paint industry, we are giving the hardware dealers an opportunity to voice their opinion on the simplified line. More than that: we shall pass on your opinion, whatever it may be, to the leaders of the industry. Simply return the card and Good Hardware will see to it that your influence will be registered with the leading paint and varnish manufacturers and jobbers in the country.

The cost of simplification

Making these changes is going to cost the manufacturers money. It means the junking of a large amount of materiallabels, packages, literature, color cards, packing cases, etc. Certainly, under the circumstances, it is not asking too much to let the manufacturers know where the hardware dealers stand on this matter. A strong endorsement will then, first of all, approve the program, and in the second place, act as an expression of appreciation by the dealers, that will go a long way toward insuring the adoption of simplification by all manufac-So let every hardware dealer who is interested in the welfare of the hardware business, and his paint department in particular, fill in and return the post card at once. influence will count.

Do you want to make more money on a smaller investment?
Return the enclosed post card.

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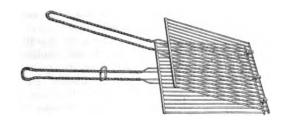
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NATWIRE





Electrically welded construction makes Natwire Wire Goods high quality. Your trade will appreciate the smooth, clean joining of wires—strong and sanitary features. Illustrations show typical examples of Wickwire Spencer Wire Goods.

Wickwire Spencer Steel Corporation 41 East Forty-second St., New York City

Worcester Buffalo Detroit
Chicago San Francisco

Say you saw it in GOOD HARDWARE

The head of the sports goods department of a hardware store in Ohio set out to double his sales for the season.

"I literally and figuratively baited my trade and sold the goods," he said. "You know how often you have heard men say: 'Well, if I had a bunch of bait I would go fishing tomorrow.' We set out to keep the bait on hand. You could not only get hooks and lines and reels at our department, but we could outfit you with bait as well. All kinds of bait-dough ball, minnows, chubs, shiners and wiggly worms.

Boys dug the bait

"Out from the town a few miles there was a mud bottomed creek, and one or two boys, bent on starting their fortunes, were glad to keep our fish tank supplied. Another lad was instructed in making the best dough ball bait I ever saw. We either sold the real article, or gave the recipe to anyone who wished to make his own.

"Our minnow catchers were also our garden worm diggers, and when no one else in town could dig up a worm we always had plenty on hand. We studied the habits of garden worms and found that they live around post holes and in chicken yards in the summer time and that in especially dry seasons you can only find them by digging in dirt cellars under houses.

"The boys learned to plant

worms too, and thus added to our supply. A box filled with the right mixture of leaf mold and good garden soil and kept moist is a good home for the wigglers.

"We not only sold goods to men and sportsmen who were real fishermen, but we were willing to advise with people as to the best methods of baiting and fishing. We had a window display of catches and gave prizes for true stories of 'My Best Catch,' which we afterwards used in our advertisements.

"There is hardly person loves outdoor activities that can resist the sight proper fishing equipment together with a supply of good live bait. It was not alone the fact that we did double our sales, but the interest we created in this one department reacted on the other departments and the entire sales of the store increased through this process."

Saturday specials bear green tags

Every Saturday, Little Joe's, of Baltimore, Md., advertised specials in the lines of hardware, cutlery, electrical goods and sporting goods. In order that the customer may immediately spot the specials advertised, the counter displays of specials each bear green tags. In the advertisements, the readers are instructed to look for the green tags as they enter the store to identify the goods.

The trademark known for



dependable tackle by all anglers

SouthBend Bait FISH-PHOTO Contest

Sportsmen's magazines and other national publications for May announce to anglers the South Bend Bait \$2.000.000 FISH-PHOTO Contest.

\$2,000.00 will be awarded in 273 prizes for the best photographs of fish catches.

And the whole contest plan centers around you, Mr. Dealer. The contest starts in your store. It finishes in your store. It means more South Bend tackle sales. It will create greater interest in fishing. It's full of human element, life and enthusiasm. Over 8,000,-000 readers of national magazines will be reached.

Get back of this Contest. Boost it. and boost your South Bend Sales.

The contest plan is most complete. It includes color window posters, newspaper ads, booklets, stickers and other advertising matter furnished free to link your store to the

It includes a Dealers' Contest with \$500.00

If you are a South Bend dealer you will receive full information within a few days. Watch for it.

If not a South Bend dealer, send coupon for details on how you can cash in on this contest.

contest.

END BAIT CO.

931 High Street

South Bend, Ind.

Say you saw it in GOOD HARDWARE

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Watch out for raised bills in the money you handle!

(CONTINUED FROM PAGE 62)

This is a table which everyone should know. Notes of a larger denomination need not be listed, for they rarely pass through the hands of any but trained money handlers. There are a few notes of old coinage still in circulation, which bear the same head on certificates of different denominations, but they are rapidly passing, for the Government realizes that by such a practice it is only lessening its own protection. need be said about coins, for they are so easily detected and bring such small returns that few people imitate them.

Solution for the evil

A great many bankers are strongly of the opinion that the Government should issue currency of different denominations which are so distinctly different that it would not be necessary to remember portraits. All money looks alike to most people, they argue. Therefore, make these notes so outstanding in appearance that everyone will know from memory the difference between a \$2 bill and a \$20, a \$10 and a \$50, and so on.

However, the main thing now is to learn to associate at a glance the correct picture that goes with each particular denomination. In this way you can be quite certain of the genuineness of any note, and changing a large bill for a customer will not carry with it any doubt as to his honesty.

Gets sporting goods customers back

The sporting goods department of a hardware store in Indiana makes a list, at the end of each winter, of all persons who bought sporting goods from it during the previous year. This list is classified according to the kind of goods bought and arrangements are made to call them up or circularize them early each spring.

This sporting goods department has found that it is good business to do this because the same people who bought from it last year, buy the same sort of goods again this year, if they are properly approached. young men who buy baseball equipment from the department need new equipment and summer months spring The young folks who bought tennis rackets and tennis balls from the store last spring and summer need new rackets, balls, nets and other equipment this year. The same applies to golfing, swimming, running and all other forms of sport.

The list of the store's patrons is quite easily compiled from memory and from an inspection of the store records for the previous year. The work of compiling the list is worked into each day's routine and is made a part of the day's work. Such other spare time as is available is also devoted to it. Spreading the work over a rather considerable length of time instead of trying to do it all up in a hurry has made the job simple and easy.

NOTE: Holoer publicity in national publications will reach ton million readers a month during March, April and May

Let the "Jolly Pals" Tune Up Your Sales



Here's a musical act that draws real crowds and starts profits humming. Just give the Jolly Pals outfit a place in the sun and watch your customers Stop, Look and Listen! All Hohner outfits are safe investments from the profit standpoint—but "Jolly Pals" is the liveliest we have ever sent out. Have you noticed the wave of popularity on Hohner Harmonicas? Do you know that harmonica music is the most popular radio number and the biggest hit of the season in New York Motion Picture Palaces? Capitalize this popularity. Let Jolly Pals meet the Hohner Harmonica demand in your store.

DESCRIPTION "JOLLY PALS" ASSORTMENT

Description—No. 200—"Jolly Pals" Hohner Harmonica Assortment. A beautifully lithographed display in four colors picturing six Jolly American boys in action with Hohner Harmonicas. The display is made up of heavy cardboard in a three-panel design, and measures 18% inches in height and 24% inches in width. The Assortment consists of twelve different styles genuine Hohner Harmonicas, all crackerjack sellers, in various keys, retailing at from 50c. to \$2.00 each, making a total retail value of \$9.05. Price, complete, \$5.75.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street

New York City

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition, San Francisco, 1915

\$3.30 PROFIT

At Each and Every Performance

PROGRAM

Time: Any Day
Place: Any Hohner Dealer's
Cast of Characters in the
Order of Their Appearance
First Hohner Purchaser
(7:30 a.m.) A Boy
Second Hohner Purchaser
(7:35 a.m.) A Man
Third Hohner Purchaser
(8:01 a.m.) A Masselan
Fourth Hohner Purchaser
(8:00 a.m.) A Banker
Fifth Hohner Purchaser

Fourth Hohner Purument (8:09 a.m.) A Banker Fifth Hohner Purchaser (8:14 a.m.) Another Boy Sixth Hohner Purchaser (8:22 a.m.) A Glee Club Member

-and so on during every

Every Wesley Barry Picture Boosts Your Sales

Wesley Barry, the Warner Bros.' star, is known to be a Hohner Harmonico fan. Our eds in Boys' papers will som feature him. Consequently, when and the work of the start's dime rach your town, harmonics sales will jump. Have the Jolly Pals on hand to take care of the demand.



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New RED SEAL



Quick work easy sales!

Keep your Display Rack full and watch your battery profits grow steadily.

Sells batteries on sight!

Here is a Sales Assistant, a Price List and Twine Holder—all in one.

The new 1923 series of Red Seal Sales Helps for window and store use leads off with this striking Battery Display Rack. It will sell Red Seal Batteries!

Its striking design and bright colors make the Display Rack reach out and focus the customer's eye right on the goods. His mind says, "That's it." His tongue says, "Give me a Red Seal." Nine times out of ten you don't have to say a thing but the price.

And all you have to do to set this sales-maker working for you is to send the coupon on the opposite page.

Don't delay in getting your Red Seal Display Rack—they're going to be in great demand. Order "No. 100" today from our nearest branch. Write, or use the coupon.

Serves as well as sells.

The back of this 'Sales Assistant' carries a convenient price schedule, so you can be the correct prices of Red Seal Batteries right before your salesmen.

The handy twine container gets in its Johnny-on-the-spot assistance every time you tie up a package. No fumbling about or reaching overhead for twine. It's there, right in front of you, ready to use.

ANHATTAN SUPPLY Makers of the famous Red Seal Dry Batteries

New York Chicago

St. Loui

Sales Helps FREE!



Red Seal Display Service

The Red Seal Display Service for 1923 includes the finest line of window and store display features that we have ever put out. Suitable for all sorts of active displays throughout the store. Without taking up much space you can always have at least one Red Seal Display working for you-the Display Rack, the Gant Cell, or one or more Battery display cards. Easily installed—you don't have to tear out some other display to give Red Seals a chance.

Red Seal Giant Battery

A big fellow that does a big job.
Three feet tall! A half-round giant reproduction of a Red Seal Dry Cell that attracts attention anywhere. A strong centracts attention anywhere. A strong central feature for a complete Red Seal window. Or in the corner of a "general" window. Also very effective in the store.















And these snappy, little Battery Cards

Nothing like 'em! Bright colodd-shaped, little eyecatchers that attach right to a Single Cell, Sparker-steel clad, or Radio Sparker. They suggest all kinds of battery uses. Get in great work on a group of batteries as a display in the window. And are fine little battery sellers when used ounter or shelf.

Distribution

The Giant Battery will be mailed to Dealers handling Red

Seal Batteries within days.

Sets of Battery Display Cards will be sent free on regular mailings throughout the year.

This is part of the big planto help you sell more

Next month we will tell you about still another item of the Red Seal Display Service.

17 Park Place

New York Gentlemen: Please be sure Red Seal Display 24

ers and Manhattan Radio Products

San Francisco

get the

possible. Dealer's Name

Say you saw it in GOOD HARDWARE

Send the coupon at once!

Bill Donnelly pulls dollars out of the air

(CONTINUED FROM PAGE 39)

a small brush and a hammer. Bill is the kind of man people tell things to. Last month, for example, a young man was buying some aluminum kitchen ware and happened to remark that they certainly do charge an awful price for painted furniture now.

It came out, presently, that the young man was planning to get married in a few months, and that he and the girl had been very much interested in a painted dining room suite until they found out the price.

"Know what kind of table and chairs you want, do you?" asked Bill.

"Sure. We want just plain chairs, and a plain drop leaf table for the dining table and a smaller one for serving."

"Tell you what I'd do," said Bill. "I'd just buy the table and chairs unfinished and paint them myself. Probably the young lady would like to help you."

"Maybe she would,"

the young man.

A few nights later he was in, and he and Bill leaned over the counter and figured out just how much sandpaper, wood filler, flat color and enamel it would take. Bill sold a nice little bunch of paint and supplies. But he did more than that. He made two young people mighty happy by showing them how to furnish a part of their new home with their own hands. They did a good job too. Bill says they've been offered four hundred dollars for their suite that cost 'em about \$65 all together.

Yes, sir, Bill's what you'd call a mighty successful hard-He's selling just ware man. about twice as much stuff as any other store in town, and he's doing it by mixing a lot of first quality common sense with a natural love for seeing people make better homes.

Uses life-like model in radio display

Department stores have long realized the value of putting models in their display windows to command attention. seldom that hardware dealers use them, but when they do they generally prove just as effective as when they are used in the department store.

Cole Brothers, of Waterloo. Iowa, have enjoyed a flourishing radio business, but as every dealer knows, "something new" always attracts attention. instrument on display will attract attention, but the instrument displayed in actual use is much more effective.

The figure of a woman was placed in the window along with the radio equipment and sets. A complete set was placed in a conspicuous place in the window and the head phones were placed over the model's The passer-by sees the ears. radio set and the woman "listening-in" and is attracted at once by the unusual display. The life-like attitude of the model and the natural setting attract attention of passersby.

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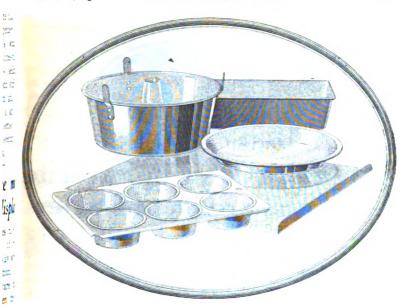
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A group of Viko baking utensils as pictured in Viko national magazine advertising for March and April

Viko Gives You Three Things

Here they are. (1) A nationally advertised line, of exceptional quality. (2) A popularly priced line. (3) A complete line.

A Complete Line! A line that makes extra sales because it suggests purchases that your customers had not thought of making.

Your Viko profits will grow if you let Viko completeness help — just as Viko quality helps.

helps.

Take baking goods for example. Many women haven't learned to appreciate

aluminum for baking, yet aluminum is ideal for that purpose and the Viko line of baking utensils is complete.

Feature Viko baking utensils and you will reach a big new market. Try it! Viko advertising for March and April is on baking goods, and the full page in The Saturday Evening Post for April 21 (out April 19) will ring the baking bell.

Make a note of that date. A Viko baking display that week will ring your cash register.

Ask your jobber

Aluminum Goods Manufacturing Company General Offices: Manitowoc, Wis., U. S. A. Makers of Everything in Aluminum

VIKO

The Popular Aluminum



Why it is a Growing Favorite With Thousands of Dealers

YOU and every other dealer are in business to make money—to secure a quick turnover on the smallest possible investment at a good profit.

There you have the secret of the tremendous success of the Bee-Vac.

Complete in every detail, the equal in every way of any high grade, standard cleaner and superior in many respects, it is also the lowest in price. Itsappeal, therefore, is wide. It meets the needs of the housewife who cannot afford an expensive cleaner. It is equally satisfactory to the woman who could pay more, but after seeing the Bes-Vac decides she really couldn't buy more at any price.

Many Exclusive Features

Irrespective of price, the Bes-Vac has points of efficiency and superiority which place it in a class by itself. These features include more powerful suction, hence greater cleaning capacity; the restful handle knob; simple, quick connecting of dust bag; convenient, sanitary method of emptying; more effective connecting of attachment hose, and the remarkable swing-back, self-cleaning brush.

Say you saw it in GOOD HARDWARE



Why Pay More? is a Wonderful Sales Closer

The **Bee-Vac** has largely eliminated costly demonstration for the dealer. Today it can be sold almost like any other merchandise in your store. Explain its features, show its complete equipment, quote its low price. There is then no answer to the question: "Why Pay More?" The customer takes the **Bee-Vac** home, secure in the knowledge that it must "make good," or a big, strong manufacturer will.

Exceptional Selling "Helps"

The **Bee-Vac** has been well advertised Nationally, but you will find that our many selling helps are big local sales builders. These helps include handsome display cards, attractive booklets and folders, brilliant movie slide, and a good selection of specially designed newspaper ads. These helps are FREE—just tell your jobber what you want when you order.

Talk to Your Jobber About It

There is no need for us to tell you that jobbers sell more Bee-Vacs than any other electric cleaner. Your jobber is probably as enthusiastic about the Bee-Vac as hundreds of others. Just write him, or ask his salesman when he calls. What he can tell you about the Bee-Vac is sure to secure your order and start you immediately on the road to extra, easy profits.

The Bee-Vac is Sold Only Through Jobbers

BIRTMAN ELECTRIC COMPANY

Dept. B- 44

Lake and Desplaines Sts.

Chicago



Increasing the Retailer's Margin of Profit

The now famous Estate Heatrola is in its third year, with even greater things before it than those disclosed by its sensational sales record in the past. It has more national advertising behind it—11 times in The Saturday Evening Post, 10 times in The Country Gentleman during 1923.

Among the plans devised to make the Heatrola more profitable for the retailer is a new one for financing deferred payments.

This finance plan enables the retailer to cash in at once on all sales and reinvest the capital involved, increasing the turnover of his money and hence his profits.

The collection method has all the time and labor-saving features of a bank savings account department, and brings the customer into the store again and again—in itself a source of further profit.

There may be in your town an ideal opening for a franchise to sell the Estate Heatrola, the heater that gives furnace comfort to small homes, with or without basements. And to form a profitable connection with a house that has been making fine heating and cooking appliances of all kinds for 78 years.

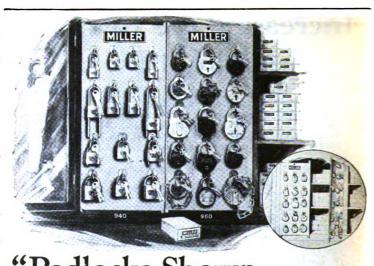
Complete information will be furnished to desirable retailers upon request.

THE ESTATE STOVE COMPANY
Established 1845 HAMILTON, OHIO





Turn all sales into cash sales



"Padlocks Shown
Are Padlocks Sold"

An effective way of increasing padlock sales and profits is illustrated above. Mount two different Miller Panels to swing together like doors and keep reserve stock behind panels on shelving.

ENOUGH Miller display panels have been sold to supply one to each hardware dealer in United States and Canada, with several thousand beside.

They have won this unusual success largely because they meet a real need of the hardware trade. Padlocks have always been a profitable line but the display panels provide opportunity to get the volume that makes padlocks a line worth featuring as a leader.

Make it a sales rule to sell more than one Miller Lock to every customer. It means security for him—and you are increasing your profit many times.

You are doing more than that. In selling greater security to your trade you are laying the foundation for the future development of your business.

THE MILLER LOCK COMPANY

Padlocks, Night Latches and Cabinet Locks

PHILADELPHIA, U. S. A.

The easiest line to sell in the world!

A strong statement! But literally a true one—the Thor-Superior line, the greatest group of electric washing machines in the world, is almost sold when it reaches a dealer.

biggest and best-known manufacturer in the washing machine industry today. It is the only complete line in the world made by one manufacturer to meet all demands and

The Thor-Superior line is made by the

all purses, and—IT HAS THE STRONGEST ADVERTISING AND MERCHANDISING CAMPAIGN EVER KNOWN BEHIND IT!

A huge national newspaper campaign that reaches over 10,000,000 people with big, dealer-signed, compelling advertisements makes these products wanted everywhere. Thousand of prospects are developed for Thor-Superior dealers, and the service we give on local advertising and dealer helps pulls those prospects irresistibly into every store that has this great line on its floor.

SUPERIOR Write for details of our dealer proposition TODAY!

HURLEY MACHINE COMPANY 22nd Street and 54th Avenue Chicago

New York: Toronto: 147 W. 42nd Street 66 Temperance Street Western Office: Rialto Bldg., San Francisco, Calif.

The Largest Manufacturers of Electrical Washing Machines in the World



May 1st to May 15th

12 prizes....\$200.00 First prize... 100.00

Second prize.. 50.00

10 prizes, \$5 each

In the event of a tie for any prize full amount of the prize will be awarded to each contestant.



Creation—the Butter Dish
From past experience, we know this Vollege

From past experience, we know this Vollrath Window Display Contest, linked with Vollrath National Advertising, will be a big sales success for dealers who enter into it.

Thousands of dollars of increased Vollrath sales—and \$200 in cash—those are the prizes. Every dealer who enters the contest will share in the increased sales. And every dealer has an equal chance to win a cash prize.

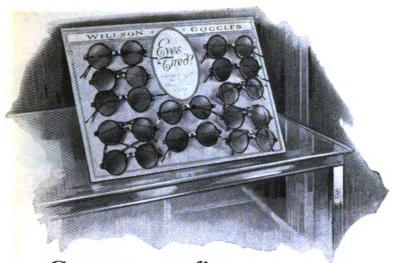
While the contest is in effect, Vollrath national advertising in the Ladies' Home Journal, Good Housekeeping Magazine and Modern Priscilla will feature the latest Vollrath creation—the Vollrath Butter Dish, a new addition to the Vollrath Refrigerator Dish, line. This new and useful utensil will meet with a big demand and the window display contest will give you the opportunity to get full benefit from it.

Decide, now, to enter the contest. New, special display material for this contest has been prepared and will be furnished Free. Use it and plan to include in your display a representative showing of Vollrath Ware. For full information about the contest, write today.

THE VOLLRATH COMPANY Sheboygan Wisconsin

WARE TH

Say you saw it in GOOD HARDWARE



Greater profits— less effort

SELL colored goggles. Nearly everybody needs them and they are profitable. With a card of Willson Goggles on the counter, sales are made without effort and expense is cut to a minimum.

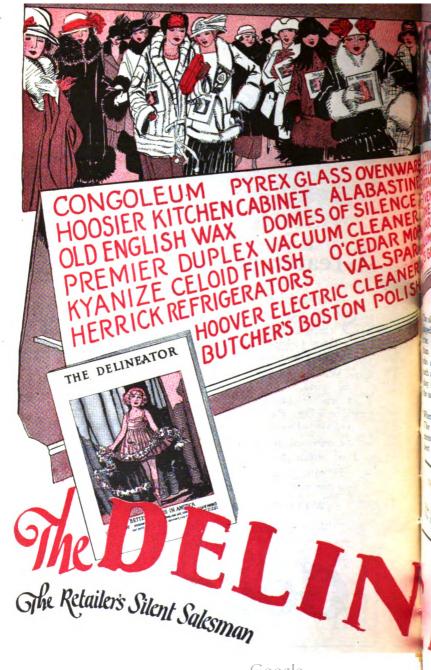
Willson Goggles protect from sun, glare, dust and wind. They are indispensable to eye comfort at seashore, mountain resorts, sea voyages, or any place where the eyes are annoyed by light or wind or dust. Don't miss this big market.

Continual advertising in The Saturday Evening Post stimulates the demand for Willson Goggles.

If your jobber cannot supply you, we will send you the name of one who can.

WILLSON GOGGLES, INC., Reading, Pa.







The old saying that "goods well displayed are half sold" is only partly true. Some goods are already more than half sold by manufacturers who advertise in great magazines such as *The Delineator*. But display is the thing that often closes the sale and gets the money.

When a manufacturer advertises in *The Delineator*, for example, his message goes into the homes of the best families in *your* community

and it immediately gets down to work selling goods.

It makes a lot of sales. Some of this business you naturally get. More of it will come your way if you display the goods that are advertised in The Delineator.

There are three big reasons why The Delineator is helping your business more than any other publication:—

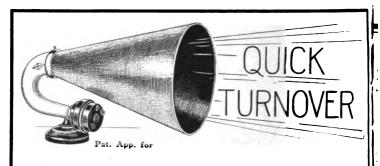
It has the greatest circulation of all home magazines at its price—it is looked upon as a friend and advisor in the best homes in your community—it has barred out mail-order advertising and makes sales solely for retail merchants.

The Butterick Published by .

Butterick Building, New York

Associated Publications
The Designer, Everybedy's Magazine,
The Progressive Grocer.

EATOR



HARDWARE Dealers who have ordered the new \$5 Murdock Loudspeaker are sending in repeat orders for five and ten times the original quantity.

They have found Murdock a fast selling line that pays a good profit and makes friendly customers.

It is the first genuine Loudspeaker to sell at such a low price. It is complete with the new adjustable Loudspeaker phone unit, fibre horn, aluminum tone chamber and molded base.

Make sure your Radio department has the new Murdock Loudspeaker and the world known Murdock Headphones in stock. Both are extensively advertised in the Saturday Evening Post and Radio magazines.

Send today for full information regarding prices and discounts.

WM. J. MURDOCK CO.

General Offices and Factory:

353 Washington Ave., Chelsea, Mass.

Sales Offices:

New York Chicago San Francisco



MURDOCK RADIO

STANDARD APPARATUS SINCE 1904

Say you saw it in GOOD HARDWARE

1

Editorial Influence Determines Advertising Influence

In the January issue, GOOD HARDWARE gave the facts on the Decimal System of pricing and packing by units, tens and hundreds instead of by the dozen and gross. This was followed by another article in the March issue and hardware dealers were asked to express their opinions in favor of or in opposition to the Decimal System.

More than 4,000 retailers and iobbers wrote to GOOD HARDWARE. The results of this ballot stirred up new interest in the Decimal System. What GOOD HARDWARE has done was commented on by the leading newspapers: The Philadelphia Public Ledger, The New York Evening Post, The Detroit Times, The Chicago Journal of Commerce - to mention only a few of them. size of this response can best be grasped by pointing out 'that it represents 25% of the entire circulation of the next largest hardware publication, 20% of the circulation of another and nearly 45% of the number of stores reached by a third.

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY

912 Broadway, New York





Two and a half years ago GOOD HARDWARE started from scratch. Today it leads the field in circulation and reader interest and is breaking records for advertising volume.

What makes a magazine is the stuff that goes into it. The one factor that has made GOOD HARDWARE outstandingly successful is the strength and authority of its editorial appeal.

What makes a magazine valuable to the advertiser is the number of substantial people with whom it puts him into favorable contact. GOOD HARDWARE has been successful with the advertiser because it is successful with the dealer and because it reaches every hardware merchant and every hardware jobber in the United States.

TRADE DIVISION
The Butterick Publishing Company
912 Broadway New York

"The National Magazine of the Hardware Trade"



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H F Allen Mfg. Co., Inc.,	The Faultless Ri
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WINT WILL ...

MAY, 1923

\$1.00 a Year

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How the Clark Hardware Co. n	nakes auto accessories pay	7
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How we make washing machin	es sell all summer long	17
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What hardware dealers say abo	out a simplified paint line	29
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It fits



the pocket

LEONARD TINGLE, Publisher J. W. GREENBERG, Managing Editor
Associate Editors, Carl W. DIPMAN, ALBERT B. SEADLER
912 Broadway, New York
GEORGE H. LEIGH, Eastern Manager, 709 Sixth Avenue, New York
EDMUND CARRINGTON, Western Manager, Mallers Building, Chicago
J. A. Townsend, Pacific Coast Manager, Hobart Bldg., San Francisco



They reach the biggest paint market in the country—

Are they bringing business to you?

Barreled Sunlight advertisements are reaching every type of paint or enamel buyer from coast to coast—home owners, shop keepers, hotel proprietors, factory managers.

These advertisements—full pages in 19 magazines, including the Saturday Evening Post—are telling a story that is bringing added business to Barreled Sunlight dealers everywhere.

They are telling millions of people about a paint that will not collect dirt. A paint that is smooth and washable as tile—yet costs less than ename!! A paint that covers better than ename! and is easier to apply.

This paint fills a long-felt need. It appeals to almost every class of paint or enamel buyer.

That is why Barreled Sunlight has a unique place in every dealer's stock—no matter how complete it may be. It means added business and quantity sales. For complete information and sales proposition, write direct to us or to our nearest distributors.

U.S.GUTTA PERCHA PAINT CO.

Factory and Main Offices

45 DUDLEY ST. PROVIDENCE, R.I.

New York—350 Madison Ave. Chicago—659 Washington Blvd. San Francisco—38 O'Farrell Street

And 100 other distributing points & U.S.A.

Barreled



Sunlight

THE RICE PROCESS WHITE

Good MEDITERED U. R. PAY. OFF. Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. IV

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MAY, 1923

No. 8

How the Clark Hardware Co. makes auto accessories pay

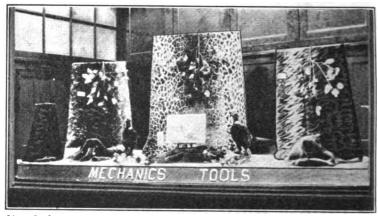
NEW JERSEY DEALER GETS PROFITABLE ACCESSORY BUSINESS BY FORCEFUL WINDOW TRIMS AND IN-TERIORS THAT TIE-UP WITH HIS TOOL TRADE

In spite of the fact that the Clark Hardware Company is located on busy Main Street of Elizabeth, N. J., and has no opportunity for giving service, it has succeeded in building a large, profitable auto accessory business. It built this business with methods at the disposal of practically every dealer. They are:

- 1. Dominating window trims that familiarized his trade with his accessory lines.
- 2. Effective inside displays so arranged that they forced accessories upon the attention of customers buying hardware.
- 3. A tie-up of his accessories and his tool and industrial trade.

H_IGHT vears started to handle auto accessories." said Mr. Clark, head of the Clark Hardware Company of Elizabeth, New Jersey. "It happened this way: for a number of years we had been specializing in mechanics' tools. A lot of car and truck owners used to come in for wrenches, reamers, and other tools for autos. After buying their tools, they went to the service station to buy their spark plugs, piston rings, or other products. few of them looked about our store to see if we had the accessories they wanted and asked for them. That was our cue. We decided to put in a line of accessories."

Gradually the Clark Hardware Company began adding one staple accessory item after another to its hardware stock.



If a dealer carries the finest line of robes made, says Clark, and offers to sell them at the lowest of prices, he won't sell any until people know he has them. Clark uses window and interior displays to tell about his automobile accessory stock

Today, it handles a complete line of staple equipment, and in that particular line does a business as large as any garage or service station in Elizabeth—a town of 100,000 population. "The hardware dealer need not sit by and let the accessory dealer enjoy all of this business," said Mr. Clark.

20% increase from displays

There were two things that helped materially in building up Clark's auto accessory business -first, window trims, and second, inside displays and exhibits of accessories. He figured it this way: "A great many people who pass our store are buyers of accessories. Attractive window displays will tell them that we handle accessories and that here is the place to buy When he was asked whether this proved successful, he replied, "With our location on Main Street we are able to interest a great many people through window trims. Whenever we put in an auto accessory window, we keep track of our sales of goods displayed in the window. According to our records, we invariably increase our sales from 20% to 50% during the week that these products are on display.

"This is especially true in some lines of accessories. For example, we sell several dozen auto robes each season. It is only through displays that you can sell robes. If we had the finest stock in town, and piled it in some corner of our store, the chances are that we would not sell any; but by putting them in the windows, and showing them in the interior of the store, we sell several dozen each year at prices ranging from \$5.50 to \$40."

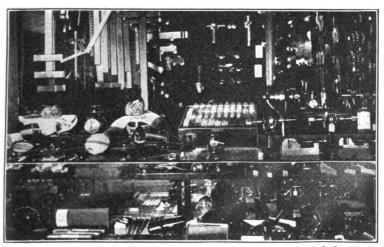
Mr. Clark puts so much emphasis on window trimming that he entrusts this work to no one, but does all the window decorating himself. He devotes a great deal of time and care to planning attractive windows with a novelty appeal. He tries to give the people of Elizabeth new accessory ideas, although all his displays are marked by their simplicity. Simple displays, he believes, are usually the most effective.

An instance of the educational appeal that Clark puts into his windows can be illustrated by a brief description of one that sold a large quantity of accessories. Mr. Clark secured from a junk vard, an old rutsy Ford motor. He set the rough castings in the window and equipped the motor completely with new parts-piston rings, spark plugs, fan belt, etc. He then included a number of tools necessary to care for and repair a motor properly - reamers, various types of wrenches, files, drills, etc. In addition, he displayed carbon remover, grease, and other products of that group. The result was an attractive window with a novelty appeal that stopped a great number of passers-by.

In addition to its novelty, it had an educational value. It showed amateurs the use of many accessories, and gave them some idea of the tools they should have in taking care of a motor. This window attracted such attention that there was a gathering in front of it almost all day long. It sold a lot of accessories and brought several new customers into the store.

The all-important windows

The experience of the Clark hardware store has something to contribute to many hardware dealers — namely, the importance of window trims. It is entirely possible, Mr. Clark says, to stock the finest line of auto accessories and yet make no



Careful interior displays that tie up with his window trims help Clark to make his automobile accessories move rapidly

sales because the stock is kept stowed away in the back room or on a dark shelf. A hardware dealer may have on hand, hundreds of dollars worth of accessories, just the type that are constantly bought by a large number of his customers, but if his customers do not know that he has them in stock, he will make no sales. The Clark store is a perfect example of how a dealer can make his windows work for him. Hundreds of new lines have been introduced by means of window trims, and sales of old lines have always responded to the effective use of timely displays.

An auto accessory window display will do two things: first, it will tell the people of your community that you sell accessories. Many of them are in the habit of buying their supplies from the nearby garage or service station. By using vour windows skilfully to tell them that you sell accessories, you are going to change the buying habits of many of them. and you are going to bring them into your store. The second thing your window trims will do is to familiarize the people of

(CONTINUED ON PAGE 56)



THE LOCATION OF YOUR DISPLAY HELPS YOUR SALES

Everyone who comes into the Clark store must see this exhibit of automobile accessories. It is in the center of the store, under the skylight and next to the cash register. Many sales of accessories are made to persons who come to buy other goods, stop at the cash register to pay for them and are reminded, by the nearby display, of goods that they need



Anyone in Boulder can come right up and consult this map of local roadways, painted on the street level of the Wilson Company building

Big road map brings store tourist trade

Something different in a store sign appeared on one of the walls of the Wilson Hardware Co. building, in Boulder, Colorado.

This was a huge map of the glacial region back of Boulder, drawn by a mining engineer who knows the country like a book, and showing the important points, trails, watercourses and mountains. The map was intended as a help for tourists, many thousands of whom visit Boulder every summer.

The Boulder hardware dealers and other merchants wanted to do their utmost to welcome tourists and summer visitors to their city. One of the things they did was the map wall sign, for which Mr. J. W. Valentine, manager of the Wilson Hardware Co., donated the space.

In co-operation with the extension division of the University of Colorado, the merchants of Boulder conducted a school of salesmanship where local experts instructed the retail clerks in Boulder county tourist information.

At regular evening sessions a photographer taught the clerks rough and ready rules for amateur photography in the Rocky Mountain districts. Another expert disbursed fishing information. A course in giving directions for reaching all the mountain points was also a feature.

The purpose of the school was to place at the finger tips of the clerks the sort of information most often wanted by summer guests, who spend a great deal of money each year in Boulder.

The Wilson Hardware Co., in co-operating in this local movement to popularize their district with vacationists, tourists and sportsmen, found that it tied up very satisfactorily with their sporting goods department, bringing to their store many of the best prospects for fishing tackle, photograph supplies, and camping equipment.

Digitized by GOOGLE

Each department in this store must pay its own way

MICHIGAN DEALER KEEPS HIS FINGERS ON THE PULSE OF HIS BUSINESS BY DEPARTMENTALIZING IT SO THAT EVERY LINE SHOWS ITS OWN PROFIT

By Dwight G. Baird

HE WAY to make a store pay is to make every line in it pay its own way, says Joseph Van Esley, President and General Manager of the successful Highland Park Paint and Glass Company, which operates hardware store at Highland Falls, Michigan, Mr. Van Esley was talking of the departmentalizing of his store, of its reorganization on a basis which makes it possible for him to tell, in a few moments and with a minimum of labor, just which departments are making money and which are parasites that are eating up his profits.

If a store has a dozen departments, eleven of which make a profit of a hundred dollars each, while the twelfth department is losing fifteen hundred dollars, the store is decidedly unprofitable. If that store happens to be Van Esley's he can look over his records and, in a short time, find out which department is losing money for him.

With this information he can either eliminate the losing department entirely and keep his profit clear, or he can take such action as is necessary to put the losing department on a paying basis. The ability to get at such

information easily is, according to Van Esley, one of the great secrets of successful merchandising. When a dealer has organized his store so that he knows definitely at all times how he is making out a remedy for a bad situation is possible. When he doesn't know he sails blindly along until, one day, he is forced to put off creditors who throw him into bankruptcy.

"Departmentalization is the only way to know just exactly how different lines are moving," says Van Esley, "and I wouldn't go back to the old hit and miss system for anything. With this system I can tell at any time just how any one department or any one salesman is functioning, and if one of them isn't doing as well as it should I'm right on the job to find the cause."

Seven stores in one

The store of the Highland Park Paint and Glass Company might very well be considered seven stores in one building. They are, to all outward appearances, just one store, but they are seven stores in the sense that each has its own budget, quota and overhead. In

other words, this hardware store is departmentalized and each department is carefully watched to see that it shows a profit.

In his arrangement of departments, Van Esley has introduced the department store plan throughout. Each department in addition to having its own budget, quota and overhead, has its own employes, and shows its own profit or loss. Salesmen may wait on customers in any department when needed, but each is assigned to a definite department and is expected to know all there is to be known about the goods he has to sell.

Cash registers on the different floors are of the cabinetdrawer type and each salesman on the floor has a separate drawer in the register, with a separate key and bell. Each

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department and salesman is numbered. In ringing up a sale the clerk inserts the sales slip in the register, which prints his number on the slip. If the sale has been made in a department other than his own, he indicates this by writing the number of that department on his sales slip, thus giving credit to the proper department while he himself gets credit for having made the sale.

Bells identify clerks

As already said, each cash drawer has a separate bell. Anyone familiar with the different tones of these bells can tell without seeing him just what salesman is ringing up a sale.

Salesmen are not permitted to ring up "No Sale" on the register. While it is, of course, sometimes necessary to ring this key, the manager himself

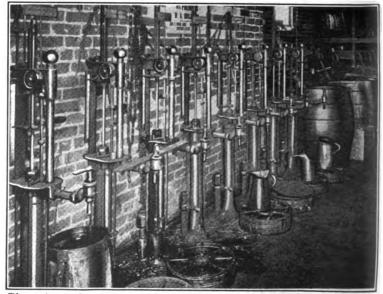


A general view of the interior of the Highland Park store. Signs give customers directions for getting to the various departments



This store started less than eight years ago as a builder's supply house.

Other lines were added until it became a complete hardware department



The paint and sporting goods departments occupy the basement. This battery of pumps gives an idea of the oil and paint business that Van Esley does

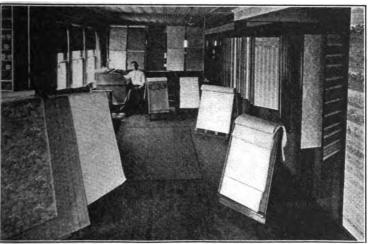
is the only person in the store who has authority to do so.

This system, according to Van Esley, has numerous advantages and practically no disadvantages.

"The main thing," he points

they enter the store and shop around; I check up on the amount of advertising and window display given to this department, and so on.

"There's no use waiting till business has hit bottom before



"The hardware store should be headquarters for everything that goes into the building of a house except the brick and lumber," said Van Esley in explanation of his wall paper department which is pictured here

out," is that it enables me to keep a line on each department at all times. I don't have to go along for a month or two after a certain department begins to slump before I find it out and get busy on the job of boosting it up again. I know every day just how each department is going.

"Suppose the house furnishings take a slump: Just as soon as the sales begin to fall off I know it, and begin to look around for the trouble. I size up the showing in the department: I question the person in charge; I watch customers as

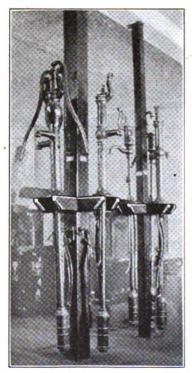
trying to boost it back to the top, where it belongs, so we decide on some action. An attractive window display is always good; it may be that we will try that, or we may rearrange the interior. I have found, too, that adding other goods to a department will frequently stimulate trade in it. Something seasonal or in good demand at the time will draw customers over to the department and when they get there they'll see other things that they need. Merely increasing the regular stock and making a

(CONTINUED ON PAGE 58)

Store displays pumps on rear pillars

When Farquhar and Sons, of Leon, Iowa, found a couple of pillars in the rear end of their store out of work, they decided to utilize them to display their line of pumps.

It was a simple matter to make the brackets from 2 x 6 stock in their workshop and attach them to the uprights to serve as supports for the pumps. With this display the customer need only walk around the posts in order to examine every type



Pumps displayed on these pillars can be seen without any trouble

of pump carried in stock and then make his selection. A price ticket is in plain sight on the post beind each pump.

One of the chief features of this arrangement is the con-

servation of space.

Photo contest gives dealer publicity

Burns and Company, Canadian dealers who carry a large stock of cameras, have made successful use of amateur photograph contests, which have done much to make them favorably known in their neighborhood. They use the photographs submitted as the nucleus display in one their windows. Pictures are almost always interesting, and if the people in the pictures are known, they are especially valu-

The contests are made broad enough to take in all kinds of photographs. There have been prizes, at various times, for the most beautiful picture, the funniest, the oldest, the most unusual, and so on. The contests are always open to everyone who wishes to participate, regardless of whether they are The judges of the customers. contest are usually the editors of the local newspapers. These men are chosen as judges, because such a choice assures publicity for the contest in the news columns of the local papers. In addition, it relieves the store management of any embarrassment or criticism in making awards of the prizes.

How we make washing machines sell all summer long

THE ACTUAL EXPERIENCES OF MERCHANTS WHO FIND THIS LINE A BIG FACTOR IN STIMULATING TRADE DURING THE DULL SUMMER MONTHS

This is a good time to start an active campaign on washing machines. Every housewife in your town is a logical prospect because you have something to offer, which will make her work lighter and her summer pleasanter. To display washers is not enough. They need intensive selling and dealers who are putting in the necessary effort are making money out of this line. This article tells how some of them are doing it.

WITH the approach of summer the hardware dealer faces the prospect of two or three months that are usually pretty slim pickings in the way of trade. The old summer slump probably doesn't bring much joy to the merchant who knows that his overhead expenses are going right on through June. July and August, just as surely as they do in the busiest months.

Some dealers accept the dull period as inevitable, feel that they just have to make up for it in the busy season, and let it go at that. Others, not satis-

fied to let their good months carry the burden of these slow ones, make a special effort to stimulate sales during the hot weather. It takes some extra work, of course, but those who are willing to put in these extra licks reap a very good return for their work.

The logical merchandise to push in summer is the merchandise that is going to make work easier and life more pleasant for people during the hot weather-in other words, laborsaving devices of all kinds. Of these, the washing machine probably affords the hardware dealer his best opportunity. A washing machine represents a substantial sale, and a good profit. It is coming to be used more universally every day. It has a strong appeal to all women who have to do their own house work. Therefore, every one of them is a logical prospect for a machine. Let us see how some dealers, who have made a success of this line do it.

Save twenty days

One store in Indiana made the appeal to the housewife that with a washing machine she could get 20 extra days of joy and pleasure out of each year. Both in its advertising and its windows this idea was set forth. One of the advertisements used by the firm read:

GET MORE JOY OUT OF LIFE!
Get twenty days more pleasure

out of each year.

You can do it by buying one of our washing machines.

Here's how:

Our washing machines will save you four hours each week, which you would otherwise spend over a scrubbing board. The hours you spend scrubbing clothes are the hardest and least enjoyable of each week. these four hours mean that you'll get four hours of joy each week, instead of four hours of grief. Four additional joy hours each week mean a total of 204 more hours of joy each year, or twenty days of ten hours each. thirds of a month more joy each Think of that! vear.

"Come into our store and secure one of our washing machines and start getting more iow out of YOUR life NOW!"

A placard set in the window bore the same message. As a background for the display, was shown the twelve months of the year, ripped off a calendar and pasted on a large sheet of cardboard. Underneath the month "December," part of another month was pasted, showing just twenty days. This was labeled "Your extra days of joy" and a streamer ran from it to the sign in the foreground explaining the idea.

A big Detroit store worked a good plan not long ago that resulted in moving a number of washing machines. It was during their Spring sale of housefurnishings and it was thought advisable to reduce prices on washers, since these were usually sold on the time payment plan. However, a special inducement was offered at this sale by reducing the initial payment and spreading the balance of payments over a longer period of time. After the sale was over, the initial payments



Wash by electric washing machine is the message of this window—and it promises twenty extra days of rest each year to housewives who obey the impulse



Eliminate Blue Monday: this advertisement sells washing machines by offering women a means of escaping the drudgery of the hardest day of the week

were marked up to their original figures. Although no actual cut in price had been made, the merchandise apparently carried a special sale price and the volume of sales in this item was nearly double of previous sales where the total selling price had actually been reduced.

Some merchants do not believe in premium offers. Others, however, have found them good business in certain instances. A. M. Smith & Co., of Los Angeles, in advertising a washer that it featured, inserted this little display advertisement in the local newspapers:

REMARKABLE OFFER

To the first 100 ladies purchasing a 1923 model A—Electric Washer or Ironer, we will give absolutely free one of these beautifully decorated sets of American China Dinnerware. Only 100 sets. Come early and get yours.

In the advertisement was shown the pattern of the dishes. Each day after that, a small advertisement appeared in the same position in the papers telling how many sets were left. The result was not only the

rapid sale of 100 machines, but the store's advertising created quite a bit of comment and brought many new people to the store.

Another store in the same city that used an extra inducement to get people interested in its electric washers was the Parmelee-Dohrman Co. This firm wished to turn something like a hundred and twenty washers of a type that was about to be discontinued by them. Instead of using the stereotyped cut-price method, the firm resorted to a plan that was both novel and effective—for the washers were sold within a couple of weeks.

Advertisements of the store featured an offer whereby each purchaser was to receive a certificate good for ten dollars worth of electricity from either of the local lighting companies. The customer merely presented the certificate with light and power bill to the electric company. She was given credit until the ten dollars' worth was exhausted. The electric company billed the store as it gave credit on the certificates. This

plan did for ten dollars per machine what a cut in price of much more might not have done.

A scheme used by a central Illinois store was what it called its "Club Plan" and one that was calculated to influence customers who already had bought to persuade other women to invest in washers. The store advertised that if a certain number of washers were sold before a certain date, each purchaser, past or future, would get a discount or credit on her account.

In addition to the advertising, the store wrote this letter to the women who had already bought machines:

Dear Mrs. -

How is that M—— Washer getting along? Would you care to go back to the old way? I dare say you would not!

Just as soon as we complete the first dozen sales of this washer, provided it is done before June 1st, we will credit \$7.50 to your account, and give that discount to the purchaser.

You naturally wish to profit to that extent and we hope that you will therefore mention the machine, and what it has meant to you, to any of your neighbors. If they know that it has made your housework easier they will, of course, be interested. We will gladly let them prove it in their homes, too. Perhaps, you can suggest a few names on the enclosed card. We will appreciate the favor, and we think your friends will, too.

Meantime, if there is anything about the machine's operation that is not exactly clear, or any adjustments to make, just call us. We'll have our service man

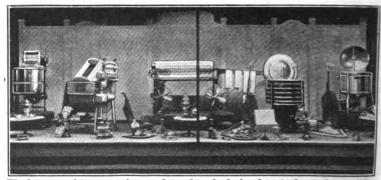
out in a jiffy.

That brought back a number of cards, each one with one or two names of prospects. As they were all friendly to the purchaser it was not difficult for the salesman to talk to them. In responding to a service request, the representative of the store usually got a chance to call in a neighbor. This he did by questioning the owner, somewhat in this manner:

"Who lives next door, Mrs. White?" he would ask.

"Mrs. Rhodes."

"I wonder if she would not like to watch this as I try it out, now that I've got it adjusted?"



Washing machines are featured in this dealer's electrical window. The electrification of the home also includes irons, wringers and other home conveniences and labor-saving devices

"Maybe she would. They don't have one—wait and I'll see if she is at home."

Quite often the purchaser would bring in another woman who become interested in a day. You can pay while you use it.

The advertisement was left standing in type and the newspaper was instructed to run it every Tuesday until notified by



Time payments are recorded on these cards. When there are only two more payments to make the customer is interviewed for the sale of additional labor-saving household equipment

washer. Needless to say, the first woman used her influenceto get a machine in that second home.

Willard's Hardware store, in Chatham, Ontario (Canada), worked a clever stunt that helped hammer home the advantages of doing the family wash the electric way. They got up an advertisement with this big headline:

WAS YESTERDAY BLUE MON-DAY AT YOUR HOUSE?

Then the advertisement went on to say:

Did that dreadful family wash knock happiness "gally west" and leave you tired out and cross today?

If so, our electrical washer department, with its large range of the best models, will appeal to you. Let us help you to make Blue Monday a pleasant wash the merchant. It appeared for several weeks and, meantime, the advertising campaign was backed up by window displays and energetic store service with the result that a great many washers were sold.

Many dealers know that the sale of a washing machine can be made to carry other sales along with it. One such merchant writes us:

"In our store we carry out the idea of suggestion as far as possible. Our window display, for instance, gives the prospect a picture of wash day in a properly equipped kitchen. We show the washing machine, the wringer, the tubs, the boiler, the washboard, a big, collapsible clothes horse, a small clothes

(CONTINUED ON PAGE 66)

Special orders are easily handled

There are few stores that can boast of having everything that customers want. There are few stores, however, that can not at least get what the customer wants and thus prevent the money from going to a mail order house or to a competitor.

But to make a real service out of the handling of special orders requires a systematic and simple method of taking care of them. The one used by the Danbury Hardware Company, Danbury, Conn., has proved its worth.

Whenever an order is taken for some article not carried in stock, a little 3 x 5 inch slip is filled out with the necessary information. From this a regular order form is made out and sent to the wholesaler or manufacturer. These forms are made up in books, are numbered serially and made in duplicate.

The little slip is marked with the number of the order and filed under the name of the person for whom the goods are ordered in case inquiry is made before the goods The manufacturer or wholesaler places on the package and invoice the number of the Danbury Hardware Company's order. When the goods arrive the duplicate order is easily found by means of this number. If the article is to be charged it is delivered at once or the customer is notified.





Miss Kline selling a fishing net to a Louisiana darky. Fishing rods, nets and lines are all-year-round staples in the New Orleans store

Million Article Kline turns his \$25,000 stock 6 times a year

STARTING WITH A PUSH CART AND \$30 WORTH OF KNIVES, KLINE NOW HAS A FOUR-STORY HARD-WARE BUSINESS IN NEW ORLEANS

By Shirley E. Herman

HIRTY years ago William Kline started out in New Orleans with a capital of thirty dollars and a stock of pocket-knives. His store was of the movable variety—a push cart. Now he has his own four-story building, right off the main street, which is given over entirely to a fine, big, flourishing and unusual hardware business.

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There was a venture between the push cart period and the time when Mr. Kline decided to enter the hardware business that had a direct bearing on the methods which he uses in conducting his hardware store. For a short time he ran a five-andten-cent store which, incidentally, was the first of its kind to be conducted in New Orleans.



In this business the price set the only limit to the variety of stock which he carried. later, when he opened his retail hardware store, it was not price, but sticking to hardware and closely related lines that narrowed the extent of stock which he could carry. Within this limit, however, he put in the widest assortment of goods that it was possible for him to assemble, especially in the line of small articles.

It was the tradition of his tencent store business that influenced Kline in his selection of a great variety of stock. If it was anything at all in hardware, Kline went out and got it and then displayed it.

How Kline got his slogan

"How many different things have you?" a friend inquired once, wonderingly. "Oh, about a million, I think," Kline answered, carelessly. But the reply was noteworthy, for the public took it up readily, and Kline, seeing its possibilities, adopted "MILLION ARTICLE KLINE" as his business slogan.

This slogan appears on his stationery and in all his advertising, and the huge, projecting electric sign, more than a story high, on the front of his building, proclaims to all New Orleans that here is a store which sells literally more varieties of hardware than any other store does. There is no sign like it known anywhere, either in New Orleans or in any other place in the world.

Three floors for storage

Mr. Kline uses only the main floor of his four-story building as a store proper where he displays and sells his "million article" hardware line. other three floors are reserved as storage rooms from which he replenishes his stock as needed.

It is in the display of his goods that the five-and-ten-cent store method has manifested itself. Everything is shown in full view. There are rows and rows of tables, on which are trays of articles all plainly labeled and priced. Nothing is hidden away on shelves, nothing

is placed under glass covers. Everything is wide open and can be picked up for close inspection.

Mr. Kline has found that this is the most successful plan for handling the many small articles through which he has made his name. The merchandise is so handy that all a customer has to do when he sees what he wants to buy is to take it up, examine it, and if satisfactory, pay for it.

Six turnovers annually

It is because of this convenient arrangement that Kline employs only seven people, although he carries a \$25,000 stock which he turns on the average of six times a year.

With so large a stock, it doesn't seem as if there were enough people to take care of the trade, but with all the goods spread out on tables or hung up in plain sight, with everything labeled and priced, there is no need for a large number of clerks.

The merchandise practically sells itself and, as a rule, all the clerk has to do is to take the money. Besides, there is a member of the family in the store at all times. If it isn't Mr. Kline, it is his wife, or daughter, or his daughter-in-law.

Kline has four big deep windows which he makes the most of. Here, as in the interior displays, you are impressed with the quantity of articles shown. There are shrimp nets, crab nets, sinkers, fishing tackle, Sea Island twine, reels, rods, balls. ball mits, sickles, auto pumps. family scales, paint brushes,



A MILLION ARTICLES

The huge electric sign, with the "Million Article Kline" slogan facing toward the main street of New Orleans, has made the store known to the whole city. Kline started with a push cart.

The Credo of "Million Article Kline"

 ∏ I am independent, but in my buying and selling I am still a SERVANT OF THE PEOPLE.

(My motto is: ONE PRICE—SPOT CASH—NO DISCOUNT.

- I don't credit anyone.
- (I discount my bills.
- (I don't owe any money to the banks.
- (I pay my clerks a salary and commission.
- (I always treat the traveling man with consideration, and he generally gives me the right price.
- (I take a vacation twice a year—have a hell of a good time and come back and work like a son-of-agun.
- I own my own building—have no partners—I am the whole cheese.
- (I My store is the only one like it in the world—it's entirely different from the other fellow's.
- ([Hardware is a business game that CAN'T BE BEAT, if you play it RIGHT.

locks, pincers, shoe tacks and awls.

This may sound rather confusing, but the articles are not put in helter-skelter. Everything which the shoemaker who sticks to his last may want is grouped in one part of the window, and everything the fisherman who sticks to his story may long for will be in another part. Every item displayed has a card attached to it with the name and price clearly written on it.

Customers frequently make some comment upon the be-wildering variety. "Everything but coffins, shrouds, whiskey and cigars," Miss Kline will tell them. She doesn't say whether their hardware store carries hard cider or not, but she will point out the tables of china, enamel ware and toys, and the side-line of stationery, which brighten up their corners.

Fishing supplies in demand

There are a number of articles that Kline sells in New Orleans for which there would be a smaller market in the North. There are shrimp nets, crab nets, crayfish nets, fish spears and cast nets. Fishing is one of the leading industries of Louisiana, and there is an all-year-round demand for materials with which to catch the sea food.

Then there are bird cages. They are large sellers in the Kline store, for almost every home in New Orleans boasts a parrot or canary, and one must have a bright shining bird cage in which to house it.

If Kline has no market at all

for ice skates, he more than makes up for this by the brisk all-year-round trade in electric fans.

Mr. Kline has very definite policies in conducting his business and to these he adheres religiously. He runs a "one price—spot cash" store and finds that it pays. He doesn't extend any credit, which eliminates much bookkeeping and clerical work.

No "bad accounts" for him

He buys for cash, and sells for cash, and discounts all his bills. He doesn't have to cope with the "collections" problem, because for him it simply does not exist. All goods are paid for on the spot.

He employs only seven people, because as he says, he doesn't want his clerks getting in each other's way. He pays his clerks salary and commission and finds this method very satisfactory, as it puts the clerks on their mettle and they take care of the trade in a quick and efficient way. Customers are accustomed to this intelligent service and waste neither their own time nor the clerks'.

Mr. Kline has a pet theory about women's trade. In the South, women as a rule do not do as much of the household shopping as do the women up North. Kline doesn't go in much for their trade. He doesn't like to bother with it at all, because he believes that women are naturally slow buyers, that they exercise too often their privilege of changing their minds, and that they make a habit of exchanging goods. He is far too busy to trouble himself with

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Here are some of the million articles which Mr. Kline displays in trays on rows of tables, with every item plainly labeled and priced

Rustic window scene boosts cutlery sales

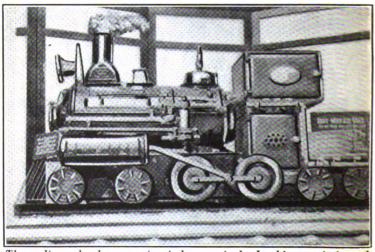
A unique display which created much favorable comment was a window decorated by the Schroeder - Silletto Hardware Company. The window represented an autumn scene. Three feet toward the rear of the window, forming the background, was a small white fence of the kind used to hedge in flower beds. The floor of the window was covered with brown, green and red paper. Standing upright on the floor were three good sized logs having rough bark. Short, thick boughs of trees, rich in their colored leaves. drooped over the fence.

Into these three logs was stuck a splendid array of pocket knives, and in order that the window might not appeal only to the masculine taste, there were butcher knives, scissors, and knives for peeling in the display.

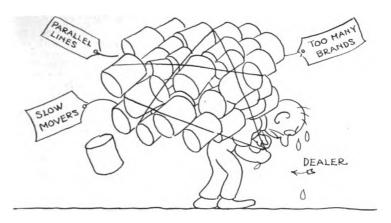
A sign informed the public that a sale of cutlery was in progress and that a nationally known article was being offered at a tempting price. IT TOOK.

Gas appliances make realistic locomotive

A realistic locomotive was displayed in the store window of a large gas company. It was made up entirely of gas heating appliances. The boiler rested on a black painted wooden box, a large gas water-heater. A small water-heater represented piston box. A gas range served as the cab of the engineer. Six gas burners represented the locomotive wheels. Two of these wheels were connected by two short lengths of pipe used as the piston rod and crank shaft. For the smoke stack a draft equalizer was used with wire wool as the smoke.



The ordinary hardware engine is here revised. In this case it is made of gas appliances instead of the customary hardware



What hardware dealers say about a simplified paint line

HUNDREDS OF MERCHANTS WRITE TO GOOD HARD-WARE SAYING THAT THEY FAVOR CUTTING OUT UNNECESSARY COLORS AND SIZES

PPARENTLY hardware dealers favor cutting the unnecessary colors and sizes out of the paint and varnish lines. In its last month's edition, Good HARDWARE gave its readers a review of simplification measures as worked out by a committee representing paint and varnish manufacturers, jobbers, and dealers. It then asked dealers interested to comment on the program. Out of the hundreds of replies received, up to the time that this article goes to press, only two hardware dealers have registered opposition to the simplification program.

The great majority of dealers are very emphatic in their endorsement of the simplification measures. We have any number of such comments as "By

all means," "We surely do approve," "100% for it," "Emphatically yes," and "You bet."

Many dealers would restrict the lines even further than suggested. A few do not favor one or two of the details included in the recommendations, but for the sake of the greater good, they endorse the program, realizing that there must be a slight amount of give and take.

The comments made by dealers are far more eloquent and forceful than anything we can say. They are full of helpful suggestions—direct from the firing line—that will be of help to merchants in putting their paint departments on a better basis. Their answers to the question, "Do you favor simplifying the paint line?" speak for

themselves. A few of the answers follow:

"Too much stock on shelves. Too many grades of paints and varnishes for special purposes."—
C. C. SCHLATTER & Co., Fort Wayne, Ind.

"Less money tied up—greater stock turn—more profit."—C. D. JOHNSON HARDWARE CO., Pough-keepsie, N.Y.

"Believe it would be as valuable a move as adoption of the decimal system."—H. H. WALLACE, Wolfeboro, N.H.

"Reduce cost, save space, save time, give customer better. service for less money. So many different shades simply complicate the paint business to the extent that some dealers will invest in some other line that requires less time in closing sales."—Hugh O'Donnel, Rea, Pa.

"So we can carry a larger quantity of standard colors, etc., and not increase our investment. Favor 16 colors or 24 as a limit."—F. G. BATCHELLOR & Co., Geneseo, N.Y.

"To reduce stock and create faster turnover."—H. F. Wells, Grand Rapids, Mich.

"More profitable for dealer and

"Five years ago, we cut our house paints to 12 colors (and whites, black, other specialties, floor paints, etc., in proportion. Business actually increased, and turnover and profits doubled. Factories should do this We as well as dealers. have seven stores Valley." the Imperial IMPERIAL VALLEY HARDWARE CO., Centro, Cal.

manufacturer because it will reduce stock and increase turnover. Just as much paint will be sold and dealer will be able to carry more complete stock."—Mt. Dora, HARDWARE Co., Mt. Dora, Fla.

"Your recommendations on page 10 are indeed very good."—The WESHECHER HARDWARE Co., Amherst, Ohio.

"Because we are not able to carry a reasonable stock of all the colors on the cards. Because the great variety confuses the customer and precludes decision and satisfaction."—George P. Worrell, Cygnet, Ohio.

"Because an assortment of 8 colors is amply sufficient for country town trade. With that assortment a decent stock may be carried. If they can't be suited out of that, let them wait for a factory shipment."—C. W. Bowtell, Fort Edward, N.Y.

"We are only carrying a limited color stock on the various paints and varnishes, and find that we can satisfy 99% of our customers from same."—Bergen Hardware Co., Inc., Jersey City, N.J.

"For the best interest of both dealer and jobber."—THE LEE HARDWARE Co., Salina, Kans.

"It will reduce stock and investment. Make our sales easier. Require less space and time. Cut down shelfworn slow stock and losses and our customers will be better satisfied. Why should this not be done?"—LEACH-MOORE & Co., McKenzie, Tenn.

"Because about one-third of the average manufacturer's colors are very slow sellers. Could be omitted. Dealers would carry larger stocks if they did not have to carry the assortment." — SCHNEIDER Bros., Scranton, Pa.

"For reasons stated in your last issue."—Lebanon Hardware Co., Lebanon, Pa.

"I am for any plan suggested by your paper. It is about time something was done." — FRANK CERNY, Cleveland, Ohio. "Yes, do it quick. To save time—shelf room—smaller stock—smaller investment—less expense. Better service and profits. 2 color cards, 1—18 shades, 1—25 shades for house paints."—JOHN J. M. TRUXELL, McKees Rocks, Pa.

"Because I am going to keep paints and I have no knowledge whatsoever of the paint line. That is what kept me from putting in such a line before."—WILLIAM MICHELOTTI L. I. City, N.Y.

"We could give better service with less stock, thereby increasing our turnover and profits. We have adopted a card of six colors in floor paint and carry a good stock of those colors and have no difficulty in pleasing 90% of our customers from that card. The entire line should be the same."—WYATT BROS., Esparto, Cal.

"Too many colors necessitate carrying too much stock. Customers sure to call for colors do not carry in stock. Also in favor of decimal system."—C. F. BORDEN, Shoshone, Idaho.

"In 1921, I began to quit selling paints and varnish because was carrying to much stock for the profit made. If I could get a line such as is suggested in your articles in Good Hardware, would try the line again."—M. K. Humphrey, Liberty, N.Y.

"The multiplied advantages of simplification of any line in any business are so evident that it should be favored by all the trade."

—The Buckland Farmers' Exchange, Buckland, Ohio.

"Equalize the load and give the little man a chance. He can help to deliver paint to the consumer if you give him a chance."—SAUNDERS BROS., Flemingsburg, Ky.

"To make money in the paint business it is necessary to turn the stock at least eight times, which is impossible if a dealer carries all the current colors; this is particularly true in small towns."—Gust & LANDT, St. Thomas, No. Dak.

"We think the more colors a

"I favor simplifying the paint line because it will enable us to have a more complete stock at a much smaller investment. Sales will be more easily made and customers better satisfied, turnover increased, overhead expense reduced, less time required to sell, and more time will be free for display- and advertising."—HAMP WILLIAMS, Hot Springs, Ark.

manufacturer has, the more stock a dealer has to carry and the more confusing it is to a customer. By carrying less colors, the manufacturer might reduce the price slightly."—HAMEL HDWE. & FURN. Co., De Soto, Mo.

"With the great number of colors now offered by the manufacturers, I find that they often cannot furnish, from a distributing point, all that is called for. Often the large retail dealer is out, and more often the small dealer loses sales by not having the particular shade. Less colors will help us all."—H. E. BOWMAN, Luray, Va.

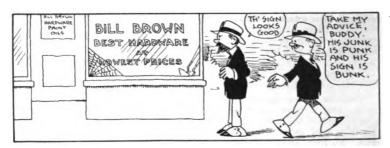
"Because we can then carry a better stock of the best colors and make more on what is carried. This, like the decimal system, is good for both the manufacturer and retailer."—DUNN BROS., Daytona, Fla.

"Emphatically yes. Too many colors and too many sizes. Ditch the half gallons especially."—JARRELL-JOHNSON HARDWARE CO., INC., Williston, N.D.

"Less stock to carry. Easier to keep it up. Quicker turnover. Better profits."—BEACH-MOSELY Co., Columbus, Ga.

"50% house paint colors-dead

(CONTINUED ON PAGE 78)
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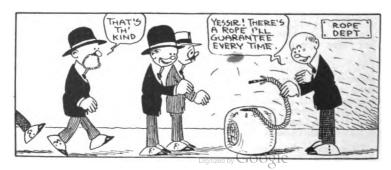
THE ROAD TO SUCCESS

BY WALTER WELLMAN

Bill Brown had a store, and outside on the door was a sign which was good, but deceiving; it was just William's bluff about selling good stuff, and newcomers were quick at believing. Hardware was the line told about on the sign, and purchasers flocked in in bunches from the farms and the woods just to purchase his goods, his awls, tacks and nails, rope and punches. The old and the young bought his wares and got stung; they purchased his pans and his axes, his oils and his paints—then returned with complaints, just as people complain at their taxes.

Soon Bill's trade fell away to his awful dismay—folks were buying their goods from Tim Hickey, who had the foresight to treat customers right—to be never deceitful or tricky. No sign on Tim's door made his customers sore. He was honest in all that he told 'em. He handled the best and he canned all the rest, and guaranteed all that he sold 'em. Folks with coin in the sock started quickly to talk, and they blackened Bill Brown's reputation; they said that the junk which he carried was punk; that his wares were the worst in the nation. But they said Tim was fair, and his dealings were square, and his goods were all up to the standard; that whenever they bought, it was value they sought—so to Tim all the people meandered.

There was soon but one store where there'd been two before. Tim Hickey had grown and succeeded, while his rival, Bill Brown, fled his bills and the town when he found that his store wasn't needed.



The dealer has spoken—decimal system now up to manufacturers

THROUGH GOOD HARDWARE BALLOTS AND THROUGH RESOLUTIONS, DEALERS HAVE EXPRESSED OVER-WHELMINGLY IN FAVOR OF DECIMAL SYSTEM

HARDWARE dealers have spoken on the decimal system. Through the poll conducted by GOOD HARDWARE—through resolutions passed by various Retail Associations, merchants have told where they stand on this proposition. There is an almost universal sentiment in favor of the decimal system of billing, pricing, and packing hardware. The question is now in the hands of manufacturers.

The decimal system will help simplify the retail business. Everyone knows that the crying need of business today is simplification in all lines, wherever possible. The cost of distributing hardware is too high. and is proving a burden to the consuming public. The gap or spread between the manufacturing cost and the consumer's price is too great. Simplifying the process of wholesaling and retailing will help reduce the cost. Simple methods should be considered by the industry and put into effect wherever possible. The decimal system has much to contribute along this

Splendid progress is being made in cutting out the dead wood in the hardware business. Groups of hardware manufacturers are at work eliminating

slow-movers from their lines. But simplifying the hardware business must not stop with manufacturers. It must include the jobber and retailer. Every factor in the business should be interested in supporting measures that will mean greater efficiency in retailing. decimal system, according to many retailers' views, will save an infinite amount of time and money, and will be a great step in simplying the retail business and in helping reduce the cost of operation. As one dealer put it, "The decimal system will cut out much of the fuddling in our business and give us more time for efficient store operation."

Manufacturers investigate

Hardware manufacturers are now considering the adoption of the decimal system. The American Hardware Manufacturers' Association has recently sent out a questionnaire to a number of manufacturers with a view of ascertaining their position. What the final outcome will be is not yet indicated. The National Hardware Association of the United States has also sent out a questionnaire on the decimal system to find out the position of its members. The Department of Commerce, too, is giving the matter consideration. At the joint convention of the Southern Jobbers' Association and the American Hardware Manufacturers' Association, to be held at Jacksonville, Florida, follows: "While we have not attempted to follow the idea to a conclusion, it would seem to us that this system has many things to recommend it and we know of no serious objection to it. Of course it is something

If you favor the decimal system:

- 1. Talk about the merits of the decimal system at every opportunity.
- 2. Tell manufacturers and jobbers that you favor the decimal
- 3. When you place an order, mention that you prefer to have it billed on the decimal system.
- 4. In your correspondence, add a "P.S." saying that you favor the decimal system.
- 5. Take it up with the salesmen calling on you and ask them to use their influence in bringing about its adoption.
- 6. Keep everlastingly at it.

April 24th to 27th, the decimal system is to be one of the major topics of discussion. These activities indicate a genuine interest in the decimal system on the part of manufacturers, and out of these discussions will come a crystallization of their feelings on the decimal system.

One manufacturer writes as follows: "We have been following with considerable interest the much discussed subject of adopting the decimal or unit system of pricing, billing and packing hardware. We expect to have a new catalog in the hands of the trade within the next two months. This catalog will be entirely in the decimal system, goods being packed in units of one, five, or ten, and priced accordingly." Another large manufacturer writes

that will take time to bring about, that is, to bring it into general usage. For our part, we think we should be glad to see it adopted." Still another writes as follows: "The writer personally believes that this would be an immense advantage in the industry, especially where estimating work is necessary. Conversion from price gross to price per thousand always was a nuisance in estimating and in inventory work, and a change of this kind would be an immense assistance."

As far as the dealer is concerned, the discussion of the decimal system is now entering the second phase. For the dealer, it is a period of watchful waiting. Watchful waiting does not mean that the dealer should s sit idly by. It means a watch-

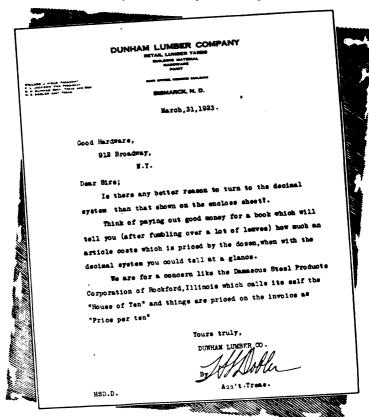


Dealer: "We've sold you what we want!"

dog policy—jumping in where the occasion demands. If a majority of hardware dealers really want the decimal system and persistently demand it, they will ultimately break down all resistance. Those who really want it should now begin to make their demand felt in every direction. Tell the houses you are dealing with that you prefer the decimal system. In giving your orders, state that you prefer to have the goods billed on the efficient decimal system. In

your correspondence with jobbers and manufacturers, refer to the decimal system and tell them you want it adopted. Take it up with the salesmen calling on you, and ask them to use their influence to bring about its adoption. "Keeping everlastingly at it," is what will count.

The objection raised by some opponents to the decimal system is the fact that 5 and 10 are not economical packing units. It is true that for some particular products, 5 and 10



Many dealers have written to Good HARDWARE in approval of the decimal system

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READ IT AND WEEP!

The following paragraphs are taken from literature describing an efficient dozen-gross calculating process. The directions here given are for a rapid, lightning method of finding the cost of goods sold by dozen and gross. This book is the handy companion of hundreds of hardware dealers, and we are told by the publishers that, "In the past few months, we have had several inquiries from merchants and others dealing in articles bought and sold by the dozen, for tables giving price per dozen and cost of single articles at the dozen rate." Read this short cut method:

"Dozen—To find the quantity and cost of things bought and sold by the dozen: Select the total number opposite 12; at the top of the column is given the number of dozen, and opposite the price per dozen is given the cost.

Example—What is the quantity and cost of 5,772 eggs at 19 cents per dozen? Solution—Turn to page 188 of the table, where, opposite 12, is 5,772 (the number); at the top of the column is 481 (the dozen); and opposite 19 is 9,139 (the cost). Pointed off, this is equal to

\$91.39. Point off decimals, etc., as directed under Corn. If articles are bought or sold by the dozen, and it is desired to find the cost of a single article: Select the cost per dozen opposite 12, then at the top of the column is the cost of a single article. Example: What is the price of a pair of shoes, when the cost price is \$26.04 per dozen? Solution: Turn to page 144 where, opposite 12, is 2,604 (the cost price per dozen); and at the top of the column is 217 (the cost per pair). Pointed off this equals \$2.17."

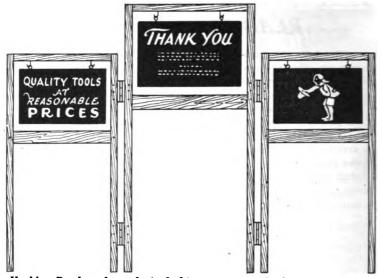
Why cling to the antiquated system that makes this fumbling over pages of tables necessary, when the decimal system of pricing tells the cost of an article at a glance?

are not as efficient packing units as 12 or possibly 9, 16, or other denominations. Yet experience has shown that 5 or 10, or multiples thereof, are economical packing units for most products, and are now successfully used by a number of manufacturers. Experience has shown that there are greater possibilities in 5 and 10 as packing units than was formerly supposed. Yet, where the actual physical properties or the uses of a product are such that 5 or 10 are not

economical packing units, and efficiency demands 6 or 12 or any other packing unit, the decimal system would not prohibit such products being packed by sixes or twelves.

Under the decimal system, products can be packed in any unit (preferably 5, 10 or 100), and still be priced and billed by the each, ten, or one hundred. Even though goods are packed by sixes or twelves, and are priced and billed on the decimal

(CONTINUED ON PAGE 72)



Heckler Brothers have devised this screen as a background panel for window displays. The blackboards can be changed as often as is required

A simple home-made window panel

Heckler Brothers, hardware dealers of Pittsburgh, Pa., have an interesting background for window displays, a drawing of which is reproduced here. The display is open at bottom to allow for the placing and displaying of merchandise. The blackboard in the upper half of each panel is hung on screw hooks and can be lifted out to

This magazine is published for busy merchants. Its articles are short and to the point. give access to the window.

The panels contain short advertising messages, sometimes general, sometimes directly connected with the merchandise displayed in front of the panel. One panel, for example, read: "THANK YOU for stopping to view this display of merchandise. If you are interested in knowing more about it come in -you are under no obligation to buy, but we want you to know that we appreciate your stopping to look for a few Heckler Brothers." minutes. In the panel alongside this message there was a drawing of a man bowing, his hat in his hand.

The panel, as can be seen from the drawing, is simple to make. It requires only a few wooden supports connected by hinges. It can be of great service to many dealers.

Some things worth knowing about wrapping and tying packages

MERCHANTS SHOULD GIVE THEIR CUSTOMERS BUNDLES THAT WILL STAY TIED ALL THE WAY HOME.
THIS ARTICLE SHOWS HOW TO WRAP THEM

By N. Mitchell

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N THE days of old no attention whatever was given to the wrapping of merchandise. Whatever you bought at a store you carried away as best you could. It was a common sight in those days to see a man or a woman leaving a store with an assortment of large and small packages, poorly wrapped and hard to handle. Merchants in those days felt that when a customer had picked up his bundle the transaction was ended.

Those were the days of the market basket and shopping bag, when hardware and groceries, drugs and dry goods were all dropped into the basket in confusion. Almost everything purchased was carried home.

Part of your service

Little by little, however, things changed. Merchants saw the necessity of pleasing their customers and making buying easier by wrapping their purchases and, if the purchase was a large one, of sending it home.

This developed until now proper package wrapping service is not only expected but demanded. The store that sends out well-wrapped, nice looking packages is well thought of and the store that neglects this important part of its business is making a serious mistake.

Did you ever buy a loaf of bread at the bakery and when you were half way home have it slide out of the paper and fall into a mud puddle? Well, I have too.

Did you ever have the string come off a package before you reached the front door of the store where the purchase was made? Well, I have.

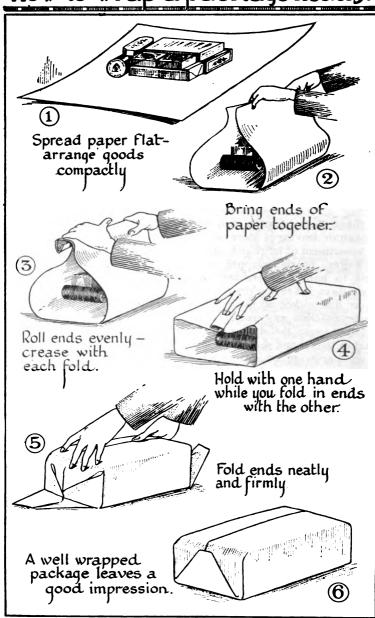
Poorly wrapped packages

Did you ever, when you were carrying a number of articles in one package, have the string break or the package come undone and be obliged to rewrap the package in your lap on a street car or in the middle of the sidewalk? . . . Well, I have.

Did I say sweet angelic things about the store that employed such careless clerks, or did I do the opposite? No need of telling you—you know I was very angry and swore I would never trade at that store again.

It doesn't take any more paper, or any more string, or any more time to wrap a pack-

How to wrap a package neatly.



age in the proper manner than it does to wrap it in a slipshod manner.

In most instances the fault lies with the management of the store as little or no supervision When a customer purchases an article at your store he is entitled to have it wrapped in a manner that will enable him to carry the package safely home without its coming undone be-

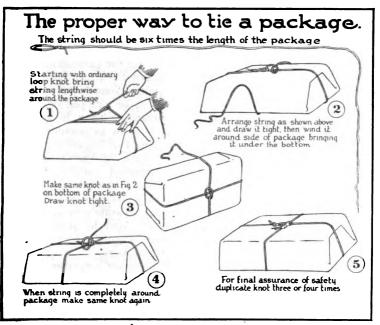


FIGURE II

is given to that important part of the store's service. You can't expect a clerk to wrap a package properly unless someone has first shown him how to do so. Most large concerns give special instructions in package wrapping to their salespeople and package wrappers. Large chain stores look upon proper package wrapping as an important feature of their business, and insist that every package be properly wrapped and securely and neatly tied.

fore he reaches his destination.

It is so unusual to have a package securely wrapped in these days that when you run across a clerk who is conscientious enough to do a good job of package wrapping you almost feel like asking Congress to present that clerk with a medal for Distinguished Service.

If a customer has a number of small packages be sure to offer to make one bundle out of them for her. This one little act of courtesy never fails to

bring favorable and direct results—and the cost is practically nothing.

When you wrap a package use enough paper to do a good job but this does not mean that you should use TOO MUCH. is a large package use heavy paper and heavy twine and place the twine around the package twice in each direction taking a half-hitch around the twine wherever the strings cross. a smaller package use lighter weight paper and cord and place the string TWICE AROUND THE LONG WAY of the package and at least once around the short way and more if necessary.

Take up the slack

The trick of wrapping a package securely does not lie so much in the amount of twine used as it does in the manner in which the twine that you do use is handled. The main secret lies in TAKING UP ALL SLACK in the cord and in PULLING THE STRING TAUT AT EVERY TURN. All string

stretches more or less; it is necessary, therefore, that you pull it good and tight if you want to keep it from slipping off the package.

The following are the right steps to take in wrapping a

package:

First get a piece of paper of the PROPER SIZE. See to it that it is NOT TOO LARGE nor TOO SMALL for the purpose intended.

Spread the paper flat on the wrapping counter and put the goods to be wrapped on top of it, arranging them in as compact a form as possible, as in Drawing 1 of Figure I.

If some of the articles to be wrapped might become scratched, marred or broken, carefully wrap each of these articles separately in soft paper of some kind to protect them before placing them in the larger package.

If there are a number of articles that are larger at one end than at the other alternate them

(CONTINUED ON PAGE 62)



How Hacker got his paint prospect list

The following letter from H. Stuebe, of Hacker's Fair Store, Danville, Illinois, to the Editor of Good Hardware, offers a splendid suggestion to dealers who wish to increase their paint sales. The Hacker store went about this by a thorough canvas of every house in town. This gave it a complete and valuable mailing list. The letter follows:

"Following is an idea for a 'paint prospects' mailing list, which we used last spring and this spring, which brought very good results.

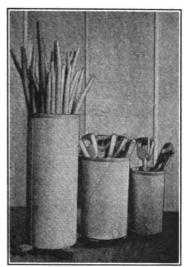
"One of our men went down each street in our town and put down the house number of every house that needed painting. He then returned to the store and looked up the names of the house owners in the city directory.

A worthwhile list

"This list, when completed, gave us a real paint mailing list, consisting only of property owners who really needed paint for their houses.

In many cases where the rent houses needed painting, our man found some means of finding out who owned the houses and put their names and addresses down also.

"We have been readers of Good Hardware for some time and have used many of the suggestions and ideas to very good advantage, and hope our idea may help other merchants."



These portable containers for handles were made of sheet iron at a negligible cost

Handy containers for holding handles

Farquhar & Sons, of Leon, Iowa, are using three different sizes of home-made containers for displaying and keeping together handles of all kinds.

These containers were made in their own workshop of heavy sheet metal, reinforced by iron hoops. They are mounted on wood stands and run on casters. It was necessary to have the base pieces of the largest container extend 2½ inches in order to prevent its tipping over.

Mr. Farquhar has found these containers of great advantage, because they can be moved about readily from one part of the store to another, and the handles can be picked up and examined without disarranging a particular display.

Sells refrigerators for new babies

An enterprising San Diego, Cal., hardware dealer has brought several sales of refrigerators to his store watching the birth announcement columns of the local newspapers. Whenever a name appeared in these columns he got in touch with the family, either by letter, telephone, or personal visits, and suggested the value of a refrigerator as a safeguard for the baby's health. Health, has a selling point, made an unusually fine appeal, and the dealer managed to make several sales, even to people who already had refrigerators that might have been kept in use for some time longer. He found that this idea was particularly valuable in the late spring and early summer because babies suffer most in hot weather.

Some mistakes that merchants hear

Roy Lucas, a dealer of Elk Creek, California, sends the following letter listing a number of calls which he has had in his general merchandising experience, for unusual goods. The list follows. The article which was meant is enclosed in parentheses.

Congarian nails (Hungarian nails); double headed tacks

Some ideas that have worked—see page 47

(double pointed tacks); Rosaw (lysol); Marines eye water (Murine); Strickler braid (Stickerie braid); Epsom's Chewing gum (Pepsin gum); pen stalks (pen holders); pen and black (pen and ink); Benecian red paint (Venetian red); arm and mallet soda (arm and hammer); sassafrilla (sarsaparilla), and tan shoe blacking.

One day an old gentleman came in, said his daughter had just recovered from potaime poisoning, but that she now had suggestive chills. He wanted some antesegistine (antiphlogistine) for her.

Stencils boys' names free on toy vehicles

Many parents often object to buying a youngster an automobile, wagon, or sled, because of the possibility of losing it. Such articles are not easily identified, and as a rule most youngsters are careless in leaving them around.

A hardware dealer in New York stencils the name of any boy who gets a toy vehicle in his store. He puts the name on the bottom, where it is less likely to be discovered and effaced by anyone who finds it or steals it from the youngster who owns it.

In this way the dealer meets the parents' chief objection and makes the toy doubly desirable to the boy. Since this merchant began giving this extra service he has found that the sales in his toy and vehicle department have increased considerably.



Above are some of the newspapers which quoted Good HARDWARE. To the right is one of the clippings

Newspapers quote Good Hardware

Hardware dealers are not the only ones that recognize the importance and the authority of the material that appears in Good Hardware. It is being quoted by leading magazines and newspapers more widely all the time.

During the past 60 days, for example, 67 publications, in 46 cities, representing 23 states, have either reprinted material from Good Hardware or commented editorially on articles that have appeared in it. These publications include:

Literary Digest
Printers' Ink
The Fourth Estate
American Paint & Oil Dealer
Business Digest
Editor and Publisher
Automotive Merchandising
Cord Age
New York Journal of Commerce
New York American

Favor the Decimal System

A referendum of retailers, jobbers, as manufacturers of hardware done, and the use of the magazine Good Hardware or the manufacturer who can be seen in the process of the manufacturers who can vote eighty-eight favored the change, and of 232 manufacturers who can vote eighty-eight favored the change, and of 232 manufacturers who can vote eighty-eight favored the change, and reduction of errors. If the change were adopted hardware would be shipped in units of ere, the hundred, and see an instead of doesnes, gross, etc., as at present. This change ould be effected much more easily than the application of the decimal, or matric, mystem to weights and measures, which also has its advocates which also has its advocates of the measure of the measures which in these days of standardized machiner would be probabled and machiner would be probabled and the probabled

From the New York Evening Post
New York Evening Post
New York World
New York Sun
Chicago (Ill.) Journal of Commerce
Detroit (Mich.) Times
Rochester (N.Y.) Herald
Buffalo Courier
Buffalo Enquirer
Buffalo (N.Y.) Commercial

Philadelphia (Pa.) Bulletin Philadelphia Public Ledger Pittsburgh (Pa.) Chronicle Telegram Pittsburgh Gazette Times Cleveland (Ohio) Times Los Angeles (Cal.) Record St. Louis (Mo.) Times Boston (Mass.) Traveler Newark (N.J.) Star Beagle Bridgeport (Conn.) Life Louisville (Ky.) Post Minncapolis (Minn.) News Minncapolis Tribune Albany (N.Y.) Journal Albany Times Union Kansas City (Mo.) Journal Denver (Colo.) Post Dallas (Texas) Herald Baltimore (Md.) Sun Baltimore (Md.) American Omaha (Neb.) World Herald Tacoma (Wash.) News Tribune Ohio State Journal Paterson (N.J.) Press Trenton (N.J.) Times Wheeling (W.Va.) News Bartow (Fla.) Record Barre (Vt.) Times Morgantown (W.Va.) New Dominion Norwich (N.Y.) Sun Newtown (N.Y.) Register Olean (N.Y.) Times Downieville (Cal.) Messenger Fillmore (Cal.) News . Bloomfield (Ia.) Republican Pawtucket (R.I.) Times Eugene (Wash.) Register Danbury (Conn.) News Federalsburg (Md.) Courier Johnstown (Pa.) Tribune Worcester (Mass.) Post Hartford (Conn.) Courant Helena (Mont.) Independent Miami (Fla.) Metropolis Millville (N.J.) Republican Cortland (N.Y.) Standard

Sells the finished painting job

How the house will look with its new coat of paint is one of the questions dealers who sell paint must answer, and it has puzzled a great many of them. It is simple enough to tell a customer how much paint is . needed and how much it will cost, but it is far more difficult to give him an idea of what the finished job will look like. high school boy who worked in a Michigan hardware store during his spare time was able to develop a solution which has proved of great value to the dealer for whom he worked.

How he does it

He took an old house plan book and cut out the pictures of twenty different styles of houses, ranging from the smallest bungalow to the largest mansion. He placed these on cards so that they could be handled easily. He then got a dozen pieces of celluloid large enough to cover the cards and painted each piece a different color.

When a customer asks for a certain color for his house, the salesman gets out the card showing a house of the same shape as the customer's and the celluloid strip painted the same color that the customer wants. In this way the prospective buyer is able to see his house in any color he desires and he can take his choice without taking a chance that the completed job will be unsatisfactory.

Monthly cash prizes for the best ideas from hardware men

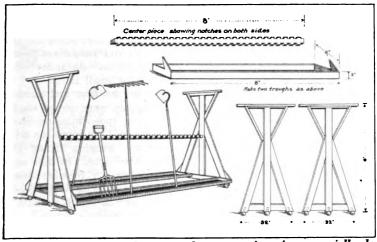
This display rack makes garden tools move quickly—\$10

Recently our hardware department received several dozen garden rakes, hoes, shovels, etc. We were "up a tree" as to where to put them, so the head of the department called in an experienced carpenter and told him just what he wanted. The rest of us were kept in the dark as to what was taking place. But the next day the carpenter came in with a rack that looked like this:

The rack was 8 feet long by 32 inches wide. On each side were two troughs, running the entire length of the rack, and at each end were pieces to sup-

port the top piece on which the tools rested. This top piece contained 50 square notches which held the tools in place. On the end pieces were 6 ball bearing rollers for easy moving.

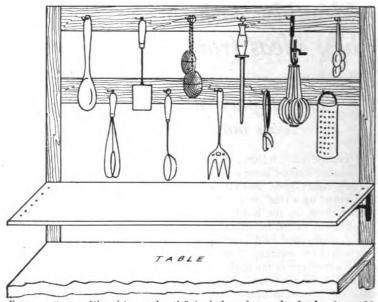
We then placed the rack on the sidewalk, in front of the store, and soon people began to come in to compliment us about it. It has already sold enough garden tools to pay for the lumber and the cost of having it made. The two main ideas of the rack were: to sell more garden tools, and to keep them from warping.—Tom B. HARRIS.



This shows the principal parts in the construction of an especially designed rack for the display of garden tools

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Fasten a frame like this, made of 3-inch boards, to the back of a table and you have a useful display rack

Here's a good way to display small articles—\$2

I have been reading with profit the section, "Monthly Cash Prizes for the Best Ideas from Hardware Men" in Good Hardware. The following is an idea which I think is worth while. It has worked very well for us and it will for other dealers.

Small articles, such as spoons, ladles, tea balls and strainers, cups, egg beaters and the like are hard to display, and they will not sell readily unless they are displayed. We have hit on an idea that has helped us greatly in selling them.

On the back of a display table we screwed two upright strips of wood, about 3 inches

wide by 3 feet long. Then we fastened two cross pieces to them, one at the top and the other about a foot below it. We put hooks into these cross pieces convenient distances hanging the small articles. hooks on the first and second cross pieces were so arranged that a long spoon hanging from the top would not interfere with an article hanging from the lower cross piece. In this way we avoided any possible overlapping. By using long hooks we can get as many as half a dozen articles on a single hook. A small price tag above each article adds much to the value of the display.—Walter Rome.

McLoughlin's idea for handling pump leathers—\$2

Like a great many other hardware folks, we have always been hard put to it to find a way to take care of our pump leathers. They were continually getting mixed up and we wasted a great deal of time sorting them over to get what we needed when a customer asked for them.

We now take care of them in a simple and efficient way that saves us much time and bother. We have a drawer 10 inches deep, into the bottom of which we bored holes that were large enough to admit the head of 10-inch spikes. We then fastened the spikes in so that they would not move about and put the leathers on them. We find that this idea works very well.

—J. J. R. McLoughlin.

Helps his customers to obey the law—\$2

For the accommodation of customers buying pipe, bar iron, ladders, or any other extra long commodity, we have provided strips of bright red bunting ready fitted with stout cord so that buyers may, without effort, comply with the law by hanging a flag to the projecting material on their wagons or trucks. The strips are about four inches wide and twelve to fifteen inches long.

It is remarkable how many men come to town without a thought of the red flag, and the grunt or sigh of relief and satisfaction they "push," as a Frenchman would say, is so heartfelt as to be almost laughable.

The cost of a good bunch of flags is nominal, since they can be torn out of fifteen or twenty cents' worth of bunting in a short time; and the satisfaction of having sent twenty or thirty men off happy and in good shape is worth all of it.—ROGER SEARLE.

Your idea may win a cash prize

GOOD HARDWARE invites every hardware merchant and clerk to write a short letter about something interesting in his store—whether it's a way of handling his deliveries or of an unusual stock arrangement, or what he did to keep the store cool in the summer or hot in the winter.

A prize of \$10.00 will be awarded every month for the most interesting idea sent in. And two dollars will be paid for every idea published. If you have photographs of your store interior or window displays, send them in, too. Address THE IDEA EDITOR, GOOD HARDWARE.



EVEN FUNNIER

Husband: Ha, ha! Did you ever see a funnier sight than a woman trying to drive a nail?

Wife: Yes; a man trying to wrap up a bundle for the laundry.

HOPELESS

Mr.: Huh! Another bucketshop investigation!

Mrs.: What good will it do? They'll never make this country dry.

You can help others by helping yourself.

EXPLAINED

The recruits were lined up for inspection, when the officer observed with amazement that one of the privates was minus his hat and coat.

"Where's the rest of your upiform?" he demanded fiercely.

"In the barracks, sir," replied

the private.

"Then go and get properly dressed at once," was the stern command.

The man dashed off, and a few moments later returned with his coat on, but still without his

"Where's your hat?" roared the officer.

Back went the man, and soon appeared again with hat and 50

coat complete. The officer looked at him for a minute. Then:

"What have you done with your rifle?" he bellowed.

"Left it in the barracks, sir,"

was the answer.

"You're a fine soldier, shouted the other. What were you before you enlisted?"

"Plumber's assistant, sir," was

the all-sufficient reply.

EASIER

The amateur gardener was digging away at the weeds in the potato patch.

'Makes it harder with the weeds so thick, doesn't it?" asked his neighbor.

"No, it's easier. You don't have to walk so far to the next weed."

Laziness is first aid to civilization: if we really liked work we'd still be plowing with sticks and carrying goods on our backs.

HAD IT

Two friends were dining together. The one who carved gave himself the best part of the bird. His friend protested.

"What would you have done, then?" asked the carver.

"Given you the best part of the bird."

"Well, I've got it, haven't I?" was the reply.

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A NUISANCE

"Did you tell father that you intend to marry me?" asked the girl.

"Yes," answered the young man. "All he said was that he wasn't very well acquainted with me, and he didn't see why I should tell him my troubles."

SIMPLE

Employer (about to examine colored applicants for job as errand boy): Here's where I pickaninny.

EVEN WORSE

"Your husband has been ill?" asked the minister, who was paying his monthly call.

paying his monthly call.
"Yes," replied the worried-looking woman. "He has been

feeling very badly. I do my best to please him, but nothing seems to satisfy him."

"Is his condition critical?"

"It's worse than critical," she answered, with a sigh; "it's abusive."

NO HURRY

Wife (from above): Ready in a minute!

Husband (a little later): No hurry now, dear! I've got to shave again!

WORN OUT

Soldier: I'd like a new pair of shoes, sergeant.

Sergeant: Are your shoes

worn out?
"Worn out! Why, I can step
on a dime and tell whether it's
heads or tails."



Drawn by Paul Reilly for Good HARDWARE

Salesman (to woman who has annoyed everyone in the store for two hours without buying anything): Madam, are you shopping here?

Woman (surprised): Certainly, what else could I be doing?
Salesman (exasperated): Well, madam, I thought perhaps you
might be taking inventory.



OUR OWN INVENTIONS The ladder with the life-net.

RESOURCEFIII.

Official: No, I can't find you a job. I have so many people here after jobs that I can't even remember their names.

Applicant: Couldn't you give me the job of keeping a record of them?

A SHORT STEAK

Diner: How long is that steak going to be, waiter?

Waiter: About two inches, sir.

LOW LYING

Tommy: I'm never going to Holland when I grow up.

Mother: Why not?

Tommy: Because our geography says it's a low, lying country.

THE INNOCENTS

Their twenty-fifth wedding approaching anniversary was and she suggested that they celebrate it.

"Shall we kill the pig?" she

asked.

"Don't be a fool, Mary," he answered. "Why murder an innocent pig for what happened twenty-five years ago."

THE TEST

Mistress: Jane, how would you tell an old goose from a young one?

Jane: By the teeth, m'm.
"But a goose hasn't teeth, you stupid girl!"

"No, m'm; but I have."

THE PRESENT

"What are your hopes for the future?" asked the solemn man. "I have none just now," replied the youth. "To-morrow is my girl's birthday and I am "To-morrow is worrying about the present."

HELPFUL

Mrs. Newlywed: Did you tell the cook I was going to help her to-day?

Maid: Yes, ma'am. And she said would you mind making it another day, because she's very busy.

HOW MUCH?

Kitty: What would you give to have hair like mine?

Kat: Oh, I don't know; what did you give, darling?

INGENIOUS

"Your husband is an inventor, I believe?"

"Oh, yes! Some of his excuses for stopping out late at night are in use all over the world!"

UNNECESSARY

Wife: The doctor said at once that I needed a stimulant. Then he asked to see my tongue.

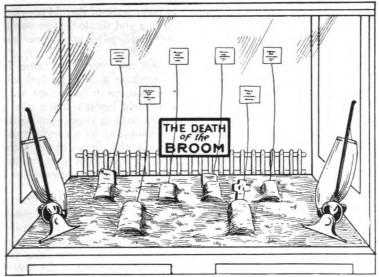
Husband: Good heavens! hope he didn't give you a stimulant for that!

PAYING

A Negro minister discovered two men playing cards on a Sunday—and for money.

"Rastus," said the minister, "don' you know it's wrong to play cards on de Sabbath?"
"Yeh, passon," answered Ras-

"But, believe me, tus, ruefully. ah's payin' foh mah sins."



A display of vacuum cleaners that is different—showing that the oldfashioned broom is making way for the modern vacuum cleaner

A display that sold vacuum cleaners

Not long ago a store in Fort Wayne, Indiana, worked out a novel display for vacuum cleaners that got the attention and held the interest of all who saw it. The display left an impression that connected this store with vacuum cleaners in a striking way. The passer-by instantly got the idea that the day of the broom had passed.

Along the back of the window was a low fence about a foot high. On a neat pasteboard card were the words: THE DEATH OF THE BROOM. The bottom of the window was covered with imitation field moss and grass, in which were a half dozen graves. Each grave represented the death of a member of the

Broom family. There were Sadie Broom, John Broom, and all the rest.

Attached to each grave was a narrow ribbon that extended to the window, to which was pasted a card bearing an epitaph. In other words, this miniature cemetery represented the final resting place of the now extinct Broom family. To complete the display, there was a vacuum cleaner at each end of the window.

This display was different, new, and simple, and it left a vivid mental impression of the fate of the broom. It also drew attention to the vacuum cleaner.

Can you sell more washing machines?—
See page 17

Old-time hardware on display

One of the most interesting and unique collections of hardware seen in more than a century was that on exhibition in the windows of the Charlottesville (Va.) Hardware Co.'s store during the past week.

Imagine yourself going to an up-to-date hardware store to purchase spark plugs, 'radio "fixings" and other modern articles, and to be confronted at the entrance by a window carrying a full line of crude primitive hardware articles made for the most part in the Seventeenth Century!

The "occasion" was Home-Coming week in Albemarle County, Virginia, of which Charlottesville is the county seat. The relics displayed were prized possessions, loaned by descendants of the first settlers.

There were thousands of visitors in the city, so the display drew a large crowd each day and was instrumental in bringing many customers into the store.

Among the many articles on display was an ancient waffle iron, more than a hundred years old, made before stoves were in general use. It had handles about three feet long, for use in an old-fashioned open fireplace.

There was a toasting fork, one hundred and sixty years old, reminiscent of merry England in "ye olden times."

A most interesting collection of hand-made pistols drew a great deal of attention. Some of them were of the old muzzleloading and flintlock type, while one hand-made gun bore the date 1853.

One customer who came in to purchase an electric boudoir lamp was much impressed with a very old lantern, made like a tower, with a door opening in the front, and by a candle mold used in the Seventeenth Century. These were part of the primitive lighting methods used by our ancestors.

For those interested in things "military," there was a French bayonet more than a century old, and some very ancient cannon models, used for the instruction of cadets at the Royal Military Academy, at Woolwich, England.

A 14-inch lock

There were saddle pockets carried through the Civil War, and a sword used in the Battle of Manassas.

Because of the history attached to it, an enormous lock and key (the lock 7"x14"x2" and the key 7" long) attracted more attention perhaps than any other single item.

There was also a very odd. mahogany-colored coal scuttle. brass trimmed, brought from Holland in the Seventeenth Century, and a much battered trunk nearly two hundred years old.

All of these old and primitive articles were particularly effective, because they offered such a sharp contrast to the new articles, products of an age of modern hardware, which were on display inside the store.

Keeping Faith for 25 Years

So-Bos-So Kilfly is standard with dairymen and stockmen all over the United States. For a quarter century its high quality has remained unchanged and dependable. We have kept the faith. Thousands of farmers, almost everywhere, know that So-Bos-So is the "old reliable" fly repellent—as safe and sure as when first offered.

So-Bos-So, because so well known, finds ready, constant sale. It is a certain repeater with rapid turnover. You can obtain your supply from any of the following nearest you:

Albany Hdwe. & Iren Ce.
American Hdwe. & Supgly Ce.
Babeek, Hinds & Underweed, Inc.
The W. Bingham Ce.
Bilth, Mise & Silliman
Hdwe. Ce.
F. W. Belgiane & Ce.,
Inc.
J. Belgiane Seed Ce.
Barker, Rese & Clinten
Ce.
Barker, Rese & Clinten
Ce.
Barker, Rese & Clinten
Ce.
Barker, Rese & Clinten
Ce.
Barker, Been & Tewnsend
Brown & Schler Ce.
Buffale Wholesale Hdwe.
Ca.
Burhans & Black, Inc.
The Canton Hdwe.
Ce.
Crane Hdwe. Ce.
Crane Hdwe. Ce.
Crane Hdwe. Ce.
Empkie-Shupart-Hill Ce.
Empkie-Shupart-Hill Ce.
Fet Wayne Saddlery Ce.
Fester, Stavens & Ce.
Wm. Frankfurth Hdwe.
Ce.
Gresnweed Greery Ce.
Gresreweed Greery Ce.
Gresreweed Greery Ce.
Gresre Laing
Griffith & Turner Ce.

Herr & Co.
Hibner-Neover Hdwe. Ce.
Frank Heward
Indianapelis Saddlery Ce.
Janney-Semple-Hill & Co.
Jeess Hardware Co.
Keith, Simmons & Co.
Keith, Simmons & Co.
Kilne & Co.
Jehn E. Larrabee Co.,
Inc.
Inc.
Matheware Co.
Horizon Hawa.
Moriey Brothers
Merse Hdwe. Co.
Richards & Coenver
Hdwe. Co.

C. H. Miller Hdwe. C. Morley Brothers Morse Hdwe. Co. Pertland Seed Co. Richards & Conever Hdwe. Co. A. J. Reat Supply Co. Rebrissen Bres. & Co. Rebrissen Bres. & Co. The Schafer Co. C. C. Schliatter & Co. Shaplelgh Hdwe. Co. Smith Bres. Hdwe. Co.

Spetnagel Hdwe. Co. Spokane Drug Ce. Spokane Seed Ce. Sprecher & Ganss, Inc. Standart Bres. Hdwe. Carn.

Stauffer, Eshleman & Co., Ltd.
Stewart & Holmes Drug Co.
Supplee-Biddle Hdwc. Co.

Ce.
Supplee-Biddle Hdwe. Ce.
Treman, King & Ce.
Watkins-Cettrell Ce.
The Goe. Werthington Ce.
Wright & Wilhelmy Ce.
Wyeth Hdwe. & Mfg. Ce.



The H. E. Allen Mfg. Co., Inc. Carthage, N. Y.

SO-BOS-SO

How the Clark Hardware Co. makes accessories pay

(CONTINUED FROM PAGE 10)

your community with the brands in your particular line of accessories. A customer may have a preference for a certain brand of product that you handle. By constantly displaying your lines, you impress them upon your customers. This will result in many sales that might otherwise go elsewhere.

Next in importance to window trims in building up Clark's accessory business are the interior displays and exhibits of accessories. Here again Mr. Clark reasons, "Many of the people who come in to buy regular hardware are car owners. By an attractive interior display, we can call their attention to our lines of accessories. Sales are often made on sight. by suggestion. When people see the display of auto supplies they need, they usually make the purchases at once."

Well located displays

This store devotes two entire show cases, summer and winter. to the display of auto accessories. As much space is used for displaying accessories as is used for any other line in the store. Accompanying this article are photographs of Clark's displays. They are located directly in the center of the store. under the skylight, beside the register. Almost every one who makes a purchase in the Clark Hardware Store is brought in contact with the auto accessories displayed in it.

It is a common occurrence for people to buy hardware in the Clark Store and then, to lean against the case displaying auto accessories while waiting at the cash register for their change. You often hear such remarks as these: "Oh, I need a new spark plug. I'll take one of those, please," or "I forgot that you handled auto supplies -the next time I want some, I'll come in here." It is in this way that an interior display in a prominent location gets your sales message over to your customers in an effective way.

A large industrial business

Another interesting angle of-Clark's accessory business is the fact that a large percentage of it is done with the industrial trade. Mr. Clark says, "I doubt whether the average city hardware dealer realizes the opportunity in accessories with the industrial trade. Did you ever stop to think that almost every factory, warehouse, trucking concern, bakery, lumber company, or any organization that uses trucks, has a garage and buys large quantities of auto accessories? We cater to that trade and it ties up nicely with our mechanics' tool trade. We supply a couple of dozen of such garages with their complete equipment. They have all the way from two to twenty cars or trucks, and it is a common occurrence for us to sell them two or three dozen spark plugs or other products at one sale. You must remember too, that a lot of the employes and executives get their supplies for their pri-



vate cars from their Company's garage. Here is a field often overlooked by many hardware dealers who sell accessories."

Another thing that brings a lot of accessory business to the Clark Hardware Company is the fact that it has a gasoline filling station in front.

"To my mind," Clark, "there are several different types of accessory trade. There is the service trade, the parts and repair trade, the novelty trade, the staples trade, replacement trade, equipment trade, etc. I believe that a hardware store like ours is best equipped to get the staples trade, and we find, in checking our sales, that most of our volume is in such items as wrenches. valve grinders, files, tools of various kinds, spark plugs, cap

screws, distributors, piston rings, carbon removers, grease guns, oil cups, tire chains, fan belts, lights, valve lifters, batteries, drills, bulbs, soap polishes, grease, robes, chamois. and products of this type. hardware dealer need let this profitable accessory business go by. The dealer with any kind of a location can get a lot of it. It is simply a case of going after it and stocking the right prod-We have found that it certainly pays to handle high standard, well - known lines and then to push them through window trims, displays and general salesmanship.

"The accessory business is profitable and it gives us good contact with a lot of trade that we would not get otherwise. We get a lot of profit out of it."

Each department must pay its own way

(CONTINUED FROM PAGE 15)

mass display will frequently stimulate trade. There is bound to be some cause for trade slumping in a department; and it is up to me to find out what it is and remove it or overcome it. And having the store departmentalized gives one facts and figures as soon as things begin to happen.

"The department plan also increases the efficiency of the salesforce in many respects. For one thing, there's a specialist in charge of each department, and he knows that it's up to him to make a success of his department.

"These department heads

know their lines thoroughly. They are experienced in their particular lines. They know the hardware business in general and their own lines in particular. They know a great deal about the goods they handle, how and where they're made, how much they cost, how long it will take to get more. and so on. They know how to display their line and they know how to sell it. In short. they are specialists. In addition they have their budgets and are generally responsible for keeping up their stock.

The mark-up varies

"We know, too, just how each salesman is working. There's no passing the buck or letting some other fellow do the



work, because we have every salesman's daily sales record.

"Making each department bear its share of the overhead shows us just what our mark-up in that department should be. Many dealers lose money on a certain line, because it costs them too much to carry it. We know what our overhead in each department is and we make our mark-up accordingly, regardless of what our competitors may charge."

The Highland Park Paint and Glass Company gets its name from the fact that it was established originally as a builder's supply house carrying only paint, glass, wall paper and builders' hardware. Other lines were added from time to time, however, and the store now has seven distinct departments.

The seven departments

They are house furnishings, general hardware, sporting goods, paint, builder's hardware, wall paper, and glass and glazing. House furnishings and general hardware occupy the right and left, respectively, of the main floor: paint and sporting goods occupy the basement and builder's hardware, wall paper and glass and glazing are on the second floor.

Some unusual sidelines, which return good profits have been added to this store's stock, partly as a result of the departmentalizing. The sporting goods department, for example, found it necessary and worth while to add a line of trunks and bags. The demand was so great and so consistent that now

they order them by the carload.

Wall paper is another line which Mr. Van Esley thinks every hardware store should carry. "The hardware store should be headquarters for everything that goes into the building of a house," he declares, "except the brick and lumber, and some dealers even carry lumber. Perhaps wall paper isn't hardware, but neither is paint or glass, yet harddware stores handle them."

High-top lace boots, crockery, glassware, earthenware, and silverware are other lines on which this store realizes a handsome profit.

The point is that the department heads, being in close touch with their particular lines, know the demand for various articles.

Mr. Van Esley insists that any hardware store can adopt the departmental system to advantage. A one-man store will not, of course, realize all the benefits of such a system, but even a small store will do well. he says, to know just how each line is moving, and the departmental system makes such information easily available.

Up till about eight years ago, Mr. Van Esley was employed by a glass and glazing company, having entered the service at an early age and worked up to a position as salesman. He had "nothing but a line of credit" when he founded his present business. That his methods have worked out in practice is amply proved by the fact that in eight years' time his business has grown to a volume of approximately a million a year.

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When women see this in your window!

CANS FOURTEEN QUARTS
AT A CLIP



The Easiest Ten Dollars!!

Practical women see ten dollars' worth in Conservo the minute they examine it. It doesn't take sweat to sell it!

And every sale boosts Conservo for your store—because women tell other women how good it is, how much it saves, how well it works.

Use our plan that pushes Conservo for the small store as well as for the big fellows—and doesn't tax the merchant. Let us tell you about it so you'll get stocked right now on this rapid-fire fruit-season seller. Ask about it.

Write us, or your jobber.

Now! With cherry-time, berry-time, right on top of us. With peaches and sweet corn and sugary early peas and tender young beans to be canned. Now! Conservo . . .

quarts at a time by the coldpack process, and practically runs itself. Consegvo...

meal and keeps the canning going, too, on one burner of any store, using any fuel. Conservo . . .

... that's priced where any frugal woman will pay the price. That's guaranteed to you just as strongly as you'd like to guarantee it to your trade. That's built so it LOOKS the value it actually is. Conservo . . .

headline for months to come, and sell steadily the whole year 'round, because there's always meats to can when the fruit season's over. Conservo for profit . . . Show it and sell a-plenty!

CONSERVO

THE TOLEDO COOKER COMPANY TOLEDO OHIO

now!

Things worth knowing about package wrapping

(CONTINUED FROM PAGE 42)

so that half of the large ends will be at one end of the package and half at the other. The idea, of course, is to make a package that is evenly balanced in weight and appearance.

Next bring the ends of the paper together as shown in Drawing 2. Then start to roll the ends over evenly as shown in Drawing 3, CREASING THE PAPER EROM END TO END AS EACH FOLD IS MADE. This makes what is known as a LOCKED PACKAGE. When rolled and creased in the manner described above the paper holds firmly together.

The next step is to hold the package with one hand while, with the other, you fold in the ends as shown in Drawings 4, 5 and 6 of Figure I.

You are now ready to put the string on the package.

The ends come open

The most important thing of all in package wrapping is the tying of a knot that will stay tied and that will keep the string in place. There are knots that stay tied and knots that don't.

If you have wrapped your package by making a locked package with the paper, the rope placed around the ends of the package holds the contents secure and the package in shape to permit of the proper tying of the package with both hands free to handle the cord.

Of course, there is no harm done if you prefer to put the slip noose around the short way of the package and this may be necessary and advisable if the package is extra long and narrow. When you do this however, you will find that the ends of the package will require a lot of extra attention as they will annoy you by constantly flopping open and getting out of place.

The first knot

Assuming that you have placed the string around the ends of the package, the next move is to pull the slip noose as tight as you can with your right hand without breaking the cord. Then pinch the loop of string tightly together with the thumb and first finger of the left hand, close up and immediately under the end of the slip noose.

With the right hand slip the free end of the string over and back under the string which goes around the package, pulling the end of the string up through the loop you have made forming the knot. With this knot in place the worst is over and the tying of the rest of the package is an easy matter.

You now place the string around the sides of the package pulling it as tight as you can at every turn. Every time you cross a string running at right angles slip the free end of the string back and under the string you have crossed, then around the string you hold in your hand and down through the loop making an additional knot.

When you have finished placing the string around the pack-

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Handsome display case absolutely FREE!

THIS handsome new La Cross display case contains over twenty-eight dozen of the most popular and profitable nail files, tweezers, scissors, nippers and extractors in the La Cross line. It comes to you absolutely free with an order for the contents. Implements cost the same without case.

The price is \$48. Contents retail at \$96.15. 100% on cost—50% on selling price!

You know the quality of La Cross Manicure Goods. Every implement, whether separate or in a set, is positively guaranteed to be as fine as it is possible to be made. La Cross Manicure Implements always give satisfaction.

Ask your jobber for this fine new glass display case, assortment No. 4. If he cannot supply you, write us direct.

SCHNEFEL BROTHERS Newark, N. J.

+ Ca Cross

+ MANICURE

IMPLEMENTS and SETS

age and are ready to tie the final knot you work as follows:

At a spot where the strings cross or where the first knot has been tied slip the free end of the string in your hand around the string already in place and pull as tightly as you can without breaking it. Then hold the string in place with the thumb and first finger of your left hand and tie a simple knot. Tie several of them one on top of the other. After you have finished tying these knots, end the job by tying a knot in the end of the string. This will keep the knot you have made from coming loose.

The three essentials

The three main things to keep in mind when putting the string on any kind of a package are:

- 1.—To pull the string TIGHT AT EVERY TURN—taking up all the slack.
- 2.—To take a half-hitch in the strings everytime they cross.
- 3.—To tie a knot that won't come untied.

Every salesman should carry a small pair of blunt end scissors in his pocket. With these scissors you can cut the ends of the string up close to the knot after the package is tied. This will make a much better looking package than if you leave the uneven ends of the string hanging.

If you slide a package across the counter and leave it there for the customer to pick up 9 times out of 10 it will be picked up by the string—and many times when this happens the string will either break or slip off from the end of the package before he has gone very far.

Hand him the package

You can prevent this merely by picking up the package yourself and handing it to the customer. This compels him to take the package in his hand and keeps him from carrying it by the string. In addition, when you hand a package to a customer it looks better and is taken by the customer as an act of courtesy on your part.

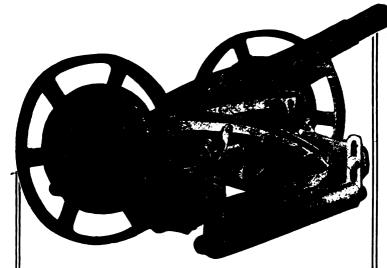
When you place the package in the customer's hand that is the time to look him square in the eye and say "Thank you very much, Call Again."

It pays in the long run to buy a good quality of wrapping paper and twine. Do not buy paper of a texture that cracks and breaks when you crease it. Good wrapping paper should have fibres strong enough to make it hold together. When you buy wrapping paper test a sample before placing an order.

Tear a piece of the paper and notice if it tears hard or easy—also examine the fibres closely and see if they appear fine and tough in texture or whether the fibres are large, brittle and coarse. Then fold and tightly crease the paper and see if a break occurs along the crease.

Paper that is heavy and thick is not necessarily always the best. Many times a thinner. lighter weight paper is stronger and will give better service.

Another test to give wrapping paper is to drop some water on



Fit the Lawn Mower to the Lawn!

A clothing salesman never sells a suit unless he has fitted and tried it on the customer.

Never sell a Lawn Mower unless you have made yourself familiar with the size of the customer's lawn, how he cuts it, kind of grass, etc.

With this essential information it is easy to recommend the correct machine to give satisfaction, which is further simplified by the completeness of the Coldwell Line.

After the sale is made it is good business to present your customer with the booklet, "Keeping the Lawn," written by the Editor of the Garden Magazine. This gives evidence of your interest in him. He will leave with a decidedly pleasant feeling toward you and your store. (Have you plenty of those booklets?)

COLDWELL LAWN MOWER CO. NEWBURGH, N.Y., U.S.A.

Hand, Horse, Motor and Gang Mowers

it—or better still, stick the end of a piece of paper in water and see what happens. When you pull the paper out, if the water runs off it like water runs off a duck's back, or if it can be wiped off without roughening the surface, it is good paper.

If, on the other hand, the paper begins to melt, blister and fall apart; if it scuffs, peels and roughens it is poor paper.

Test a sample of string also before ordering, and see how it acts when you are putting it on a package. There are several kinds of string on the market that look good, but that are worth very little when put to an actual test in wrapping.

Beware of string made of twisted paper which looks like hemp twine, but which snaps in two whenever the string is crossed and pulled tight. This twine, being actually made of twisted paper, is practically useless.

Farmers like to get fancy packages

W. P. Little, Waycross, Ga., says he found that one reason why the farmers in his section buy from catalog houses is because they like to get packages. It is an event like Christmas to them when a package comes in from the catalog house.

To counteract this he now ties up packages for rural customers very carefully and puts labels on them addressed to the farmer. A number of men have commented on the fact that he "did it just like them Chicago fellows," so he feels it helps some in getting their business.

How we make washing machines sell all summer

(CONTINUED FROM PAGE 21)

rack attached to the wall, common flatirons with stands, electric irons attached to the current so that they may be demonstarted at a moment's notice, an ironing board, and a stretch of clothesline—as well as a half dozen other articles used on wash day or ironing day. To add to the realistic effect, a strip of white cheesecloth or cotton hangs from the ironing board into a clothes basket.

The display typifies the method of salesmanship used inside our store. If a customer

buys a washing machine, the salesman follows up the sale by calling attention to the wringer, and then turns to tubs, boiler, washboard, and the rest. If the customer comes for a flatiron, the merchant directs attention to the ironing board, the clothes horse, and other items that logically follow.

"In our advertising and circular matter, instead of talking merely of this washing machine or that wringer, we talk of saving labor on wash day by providing modern equipment to do the work. This plan helps us to sell additional articles, and in several cases we have sold entire wash day outfits because of it. We advertise the use of



Bigger profits from auto lamps

AUTO LAMPS are already a part of the auto accessories carried by progressive hardware stores. But some car owners have been accustomed to buy only one lamp at a time—and then only after a lamp has gone "dead."

Here's a way to sell six lamps instead of one—and to sell them before a lamp goes "dead." Sell Edison MAZDA Lamps by the Kit.

The Edison MAZDA Auto Lamp Kit is a brand new idea in auto lamp selling. It's built on the idea of carrying spare lamps to avoid the risk of fine or accident when a lamp goes "dead" on the road.

Today only two out of each ten motorists carry spare lamps, but all are aware of the danger of being without them. Week by week the message, "For safety's sake, carry spare lamps as you carry spare tires," is being featured in the extensive consumer-magazine advertising of Edison MAZDA Lamp Kits.

The Kit is small and compact, yet holds an assortment of six spare lamps—one for each socket. It protects the lamps against the roughest ride in a tool box.

We also furnish at cost a new Lamp Stock Cabinet, which holds a complete stock of lamps in individual trays and in Kit sets; is equipped with testing sockets and serves as an attractive counter display. On the back is a chart showing the right lamp for each socket of the popular makes and models of cars.

"The Fdison MAZDA Auto Lamp Kit is the biggest little lamp salesman we have," dealers tell us. "To display it is to sell it." Write your jobber today or address the Edison Lamp Works of General Electric Company, Harrison, N.J.



Say you saw it in GOOD HARDWARE

an article rather than the article itself, and the results are better."

"I consider every customer who has ever bought any other household utensil on the time payment plan a good prospect for the sale of an electric washer." writes a successful Ohio dealer. His idea is that once a family has found out by experience that it can purchase without hardship a labor-saving device that runs into money. that family is open to additional purchases if approached in the right way and at the right time. This merchant believes, therefore, that intensive cultivation of old customers is sometimes better than developing new ones. Here is the way he follows out his plan:

The bookkeeper of the store watches the decreasing ac-When an account gets counts. down to where there are only two more payments to be made it is handed to the manager. along with the mailing card of the customer. This card shows not only the credit "behavior" of the customer, but what he has purchased in the past. Thus a man may have bought a range, an ice box and a vacuum sweeper, which means that he ought to be a prospect for a washer.

The follow-up

If the credit record is good, the manager immediately writes a letter of thanks for the latest payment and congratulates the customer on his prompt manner of handling the account. He then proceeds to talk up another item. A card is enclosed which may be used to request a

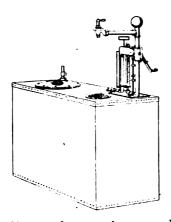
try-out. The fact that the customer has had a touch of labor-saving equipment is sufficient to gain interest.

The record of the account is marked with a signal. signal is to remind the bookkeeper that, with the next payment, there is a chance that the customer will buy another article, or at least that the customer is about ready to think of something else. When the customer comes in, a salesman is notified and he approaches the customer and starts a discussion about an article he hasn't purchased from the store. He tries to get him to select something and to continue his name on the store's books.

A fertile field

The evidence all tends to prove one thing to be true: that a line like washing machines will show a big volume of sales only if it is pushed. The need for this commodity exists, but unlike saws, hammers, chickenwire or ice cream soda, people don't know so much about washers-what they will do, how they work, the time and labor they save, the happiness they give, and how they can be bought on easy terms. are the things which the dealer must tell his public-in his windows, in his advertising, by letters and through the mouths of his salesmen. If he does a good job of it, he will find the line highly profitable. There are still many, many women in almost every town in the United States to whom washing machines can be sold this spring and the coming summer.

BOWSER



Handling the spring rush on linseed, turp and varnish is "play" for Bowser storage outfits. And your book profits are your actual profits—without the loss that goes with careless methods.

Order Bowsers now and be ready the year round to serve your trade quickly—and without leakage, evaporation or waste.

Write taday for folder A-54

S.F. Bowser & Company. Inc.

ORT WAYNE, INDIANA.

Sales and Service Offices and Representatives Everywhere

TANKS DEPENDABLE PUMPS

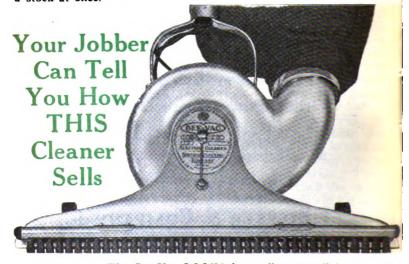
BOWSER 1885



Big Newspaper Campaign Starting

Thousands of Bee-Vac's have been sold and are being sold today solely through the exceptional efficiency of the cleaner and its startlingly low price. Advertising these facts to the public, however, inevitably results in a tremendous increase in sales. This was proved last year by our National Magazine Advertising Campaign. This year we are concentrating our National Advertising in the Newspapers, thus directly benefiting local jobbers and dealers. This will result in an even greater demand, and every dealer should be prepared to get his share of the bigger business that is to come.

Ask your jobber what he thinks of the Bee-Vac and arrange for a stock at once.



Selling Pointers

The Bee-Vac LOOKS its quality and efficiency. The price does its own talking. But you can speed up the sale by calling attention to Bee-Vac's exclusive features—the marvelous self-cleaning, swing-back double brush, restful "ball and socket" handle knob, extra powerful suction that cleans deeper and more thoroughly, and many other special selling points fully described in our selling literature.

CONSUMER PRICE

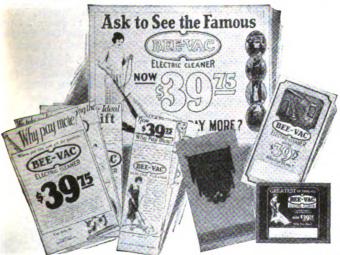
\$3975

Ask Your Customers— "Why Pay More?"

Helping Dealers Make More Sales

Every dealer can add to his sales and profits and increase the prestige of his store by a little effort on his own account. Here is all the material necessary. It includes a display card in three colors, attractive booklet, strong sales folder, brilliantly colored movie slide, and both double and single column newspaper ads requiring only the adding of dealer's name and address.

While you are ordering Bee-Vac's from your jobber tell him how much of this helpful advertising matter you can use. He will see that ou get a complete supply without cost. Ask your jobber about the 3ee-Vac today!



The Bee-Vac is Sold Only Through Jobbers

BIRTMAN ELECTRIC COMPANY

Dept. B-45

Lake and Desplaines Sts.

Chicago

The dealer has spoken on the decimal system

(CONTINUED FROM PAGE 37)

system, a great deal of efficiency will result and an endless amount of petty figuring and detail will be eliminated. convenience of packing then, is not sufficient ground for opposition to the decimal system.

We are indebted to the Dunham Lumber Company for a page from a trick calculator that enables us to figure the clumsy dozen-gross quickly. On another page we are reprinting the instructions for making the calculation. Why allow ourselves to be burdened by a system that makes it necessary to fumble over pages of tables in figuring the average invoice, when the efficient decimal system will tell us costs at a glance. We are not minimizing the importance of this book. It is worth money to any dealer who has to fumble over dozen and gross figures. We understand thousands of them are used by dealers throughout the country. But why not get away from the necessity of "fuddling" in the hardware business by eliminating the clumsy dozen-gross system as we did the shilling-pence system, and by adopting the efficient decimal system.

Following are a few comments made by dealers:

"We favor it because in every way it is a much more practical and much simpler system to employ than the one in use generally to-day." — Braunschweig Briam REICH Co., San Antonio, Texas.

"We favor it because it saves a

busy man much time and needless brain exercise."-LORENA LUMBE & HARDWARE Co., Lorena, Texas.

"To keep up with general progress—we are too far behind the times."—T. J. HIELSCHER (WILSON HOWE. Co.), Beaumont.

"We favor it because it saves time and mistakes. The ox team was good in its day, but why hang on to it now?"—W. J. SHEARER Co., Toppenish, Wash.

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"We favor it because it is quick | [0] | er and there are less chances for errors. Retailers should ask for !! and order-amounts in units of ten instead of dozens. Manufacturers would then be asked by wholesalers to pack and sell on the decimal HDW. Co., plan."—A MUNDSON Sunnyside, Wash.

"We favor it because it saves brain fag, saves time, eliminates errors-sensible, simple, saie, 10 price too high to insure adoption lainto -Neudorff Hdw. Co., St. Joseph

"We favor it because it save time, and time is money."-Powers In the & WING, Neillsville, Wis.

"Could give fourteen points bu" haven't room."-KERN & Howers Kingsville, Mo.

"I favor it because it is a timesaver, for its simplicity time is money, and that's why we are in business ('Great Idea')"—EVER! STADT Howe. Co., Grand Rapids.

"I favor it because it is commor sense and common cents!"-N. J. SPAULDING, Ionia, Mich.

"I favor it because it will eliminate errors, make invoices and inventories easier to figure, and is the only sensible way to pack and price goods."—R. S. Jennings Howe. Co., Howard City, Mich.

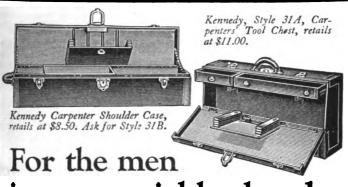
"I favor it because it saves the pencil, saves time and saves work." -W. J. Breit, Lodi, Wis.

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in your neighborhood

Here are sight drafts for \$8.50 or \$11.00 on all of the men in your neighborhood who carry carpenter's tools. It is not at all unusual for dealers to be sold short of Kennedy Carpenters' Tool Chests and Shoulder Cases without any selling effort on their part. A Kennedy display in your window brings the men in your neighborhood into your store. Let them examine them; point out the fine features; show them why they are the cheapest, because most durable, practical and convenient. Made of strong steel, yet light in weight. Lined with three-ply wood veneer to protect sharp tools. Corners and ends reinforced with strong steel bands. Finished in leather-brown baked enamel, and fitted with first class lock and side catches.

Write your jobber today for samples at a generous discount

Style 612, Kennedy Tackle Box, retails at \$3,75.



There is a Kennedy Kit for every need. All of them beautifully finished, durable and weather-proof. They are made of steel, but look like leather. The ideal carrying kit is a Kennedy, because compact, yet spacious; light, yet strong; reasonably priced, yet the most satisfactory sort of carrying receptacle.



Made by
KENNEDY MANUFACTURING CO.

201 Tyler Street, Van Wert, Ohio

Kline turns his stock six times a year

(CONTINUED FROM PAGE 27) them and their spasmodic trade.

The Kline building and hardware store are situated just off Canal Street, New Orleans's busiest thoroughfare. He considers this an ideal location, as he is so close to the moving stream of people who look and buy.

He has figured out that eighty per cent. of the people who come into his store actually buy. He likes to treat his customers as ladies and gentlemen, but with the merchandise displayed wide open all over the store, he must watch them as though they were potential thieves.

Kline set out to run a store that was different from any other hardware store and he succeeded. What he banked on was just plain, old-fashioned human nature. It is said that when people visit cafeterias for the first time they always pick up more from the tempting counters than they can possibly eat. And the same holds good at the Kline store.

If a man goes in with the intention of buying only a box of carpet tacks, he is almost bound to leave the store with several additional articles which he really needs, but which had slipped his mind until he happened to see them displayed, because they are so easily reached.

And thus, from Mr. Kline's ten-cent store apprenticeship in displaying a multitude of small articles, and his lucky strike in finding a catchy, popular store name, has come his unusual success.

It was a long trip from the push cart full of pocket-knives, thirty years ago, to the big four-story building which houses his flourishing hardware business, but now, as Mr. Kline says, he is "on Easy Street" and he "can sit back and eat his pie every Sunday."

Suggestions for your store's anniversary

How many more items does the hardware store carry in stock now than when it started?

For how many more homes, per month, does it now furnish materials than it did when it first started?

What was the farthest extent of the city when the hardward store began its business career?

Information of this sort is presented in an Iowa hardware, store's window card and newspaper advertising on the occasion of its birthday anniversary and always attracts a lot of attention. It creates comment and marks the progress the store has made since it started.

On the occasion of its birth day, the store, in addition to using such information as the above in its advertising, also makes a window display in which it shows old pictures of scenetaken in the city during the first year it was in business, and maps and other old-time material of about the year in which the store began business. Thus it additionally includes the property of the interest of its window display.



These South Bend Bait \$2000 FISH-PHOTO Contest Ads will reach over 10,000,000 people



he aturday wening Post nd other wideead magazines nill carry these ontest Ads—

> 200000 FISH-PHOTO CONEST

Outing
Outlook
Crescent
Adventure
Boys' Life
Outdoor Life
Sports Afield
Camera Craft
Field & Stream

American Boy
American Field
Florida Grower
Forest & Stream
Scientific Angler
Eagles Magazine
Association Men
Vacation Manual
Sunset Magazine
Outers Recreation
Illinois Sportsmen
Florida Fisherman
Fopular Mechanics
Sportsman's Digest
Elks Magazine

Get This Contest Bo

OUTH BEND

DEALERS the country over are behind this contest. It's the biggest tackle sales stimulant ever devised. There's \$500.00 in dealers' prizes.

40 Ads in 40 Magazines

Magazines
Scientific American
American Magazine
National Sportsman
Youth's Companion
Science & Invention
Michigan Sportsman
MacLean's of Canada
Western Out-of-Doorsa
Rod and Gun in Canada
Isaac Walton Monthly
Saturday Evening Post
Hunter-Trader-Tragper
Popular Science Monthly
American Legion Weekly
Fur News & Outdoor World

If you haven't your cleater contest supplies—WRITE US. We'll send full information and literature, window posters, etc., also the plan of our \$500.00 Dealer Contest, WRITE TODAY! Get behind this contest!

SOUTH BEND BAIT CO.



Delineator a CATALOGUE oods for YOU nthe Mail Order House,

rectly or indirectly, Mail der advertising undermines to very foundations of the ail store.

mail-order advertising. No stalog house is allowed to a the advertising pages of the Delineator to weam ur customers away from u. It advertises only goods at are sold through reductional of the stores. Its millions of the same pages of the page of the same pages of the page of the

Notice the partial list of mer chandise advertised in *The Delineator*. It pays to stock and push these goods.

Published by
THE BUTTERICK PUBLISHING COMPANY
Butterick Building New York

Associate Publications:

The Butterick Quarterlies
The Designer Adventure
Everybody's Magazine The Progressive Grocer



What dealers say about simplified paint lines

(CONTINUED FROM PAGE 31) stock. 50% of sizes unnecessary. Too much of an investment. Doing a nice paint business on less colors than suggested."—GRAHEK HARDWARE Co., Mora, Minn.

"It will eliminate all unnecessary sizes for retailers to carry and cause a more profitable turnover."

—Rome Hardware Co., Rome, N.Y.

"For reasons given in Good HARDWARE. We fully endorse it." C. H. PRATT, Mansfield, Mass.

"More turnovers. We would advise 12 color card for house paint, 6 colors for floor paint."—OATMAN & BECK, Medine, O.

"Too much money invested, especially for the small town merchant."—Chas Engel Mercantile Co., Rico, Colo.

"We are down to this for the past two years."—Swalm Hard-ware Co., Pottsville, Pa.

"It reduces investment—it facilitates the sales to the customer on account of less confusion in the selection of colors."—JAGER-AS-MUS HDWE. Co., Wyandotte, Mich.

"Because there are so many different tints and grades on the market the average customers (especially women) are so badly confused they cannot determine what they want. Often give it up and fail to buy on account of this."—CARTER TRADING CO., Indianapolis, Ind.

• "There are too many sizes of packages but the worst feature, as we see it, is the bewildering number of shades of colors. All paint makers should standardize their colors."—MERIDIAN HARDWARE CO., Meridian, Texas.

"We have been educating our customers to this for the past five years, and have reduced our stock 50%. We tell our customers that after looking over 50 or more shades, that 10 shades will cover

what is actually used."—BALTIMORE HDWE. Co., Baltimore, Ohio.

"Fewer colors make easier sales, lessen investment, quicken turnover, and therefore, more profit; better service can be given and fuller stock carried."—Powells Valley Howe. Co., La Follette.
Tenn.

"Our experience is that about 75 to 90% of the paint sold is selected from 6 or 8 of the common colors. The color FAD may change some, but usually not before two to three seasons." — George A. Rohrer. Cochrane. Wis.

"Common sense would dictate it. It is the only sane system. Let's cut out the duplicating labels of like qualities of goods." — JOSEPH NUWASH, Waverly, Minn.

"We certainly do. Because there are altogether too many colors. We would suggest not more than & The average buyer selects from 6"—H. GRAFF CO., Fresno, Cal.

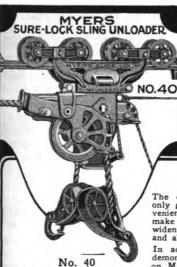
"If we had a limited line of colors, the stock could be kept more complete. Less sizes would help in inventory. During the war, we profited by the very same system."

—S. Salmonson, Portland, Org.

"There should be less of this putting up the same material under different labels for different uses. Use a label that will permit the material in the can to be sold for various uses."—McKinley Hardware Co., Rock Island, Ill.

"Reduces stock required, in creases turnover, and avoids duplication of lines."—LEASE & LEASE Wesley, Iowa.





Years in Advance

The exclusive Myers features give not only greater strength, flexibility and convenience, but they are so employed as to make perfectly apparent the constantly widening gap between the Myers line and all others.

In addition to this obvious and easily demonstrated value, the Myers trademark on Myers Unloaders has been nationally known to agriculturists for over a half century. Any product carrying it has their complete confidence and approval. That means easier selling for the dealer, a quicker turnover and a correspondingly better profit. Handling goods with a "reputation to be maintained" is safeguarding your own.

Order Myers Hay Unloading Tools—Unloaders, Forks, Slings, Pulleys and Fixtures now and have them in stock before rush harvest is on, and add many dollars to your annual profits.

A postcard will bring catalog and prices.

Where large capacity, speed and ease of operation are essential. Used with Slings or Forks. 18 inch Wheel Base. Stands the severest of unloading work. One of the biggest sellers in the Myers Line.

Myers O.K.—No. 209
O.K. Unloaders are our latest and best productions. They have extra long trucks and are designed for heavy service. The special Myers Wide Open Mouth permits the fork pulley to enter at any angle and insures a perfect register.

Other Seasonable MYERS Products Pumpser Every Purpose Water Systems Door Hangers Etc.







It has to be good to be used in the PAN-AMERICAN BUILDING

WASHINGTON, D. C.

I. C. U. Metal Polish is used in many of the most prom-inent public buildings in the country because it gives such a high, lasting luster to metal trimmings and fixtures with so little effort.

I. C. U. is in steady demand in public buildings, apartment houses, soda fountains, theatres and homes. You can turn it quickly and at a good profit.

Send for Sample Can

Try it; it never fails to make good. Also ask for the I. C. U. "family album," showing 24 of the fastest sellers you ever handled.

THE LIVINGSTON CO. Div. G New Haven, Conn.



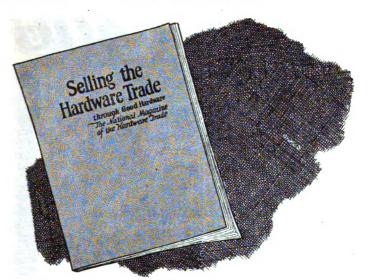
Two dealers feature electric light bulbs

Electric light bulbs sell all year round. They are a necessity which wears out and must be replaced every so often. Two progressive hardware stores who desired to push the sale of these articles dressed their windows with bulbs.

One of them was a very simdisplay which, however. compelled attention. right hand side in the front of the window, screwed into a socket, was the largest electric light bulb which he sold. Across the front of the window, three quarters of the way, were other bulbs graduated in size, each standing on a socket. The remaining quarter of the window was devoted to small bulbs which were also arranged ac-There was an cording to size. abundance of color, with white, red, and blue predominating. Passers-by stopped, attracted by the various sizes and colors which were being offered in bulbs, entered the store to ask a question, if not to buy.

The other dealer featured his single, double, and triple sockets in the front of his window display. A display of bulbs in a triple socket held the center of The window. different sizes in bulbs which he carried were placed in sockets and distributed about the floor of the window.

Both of these dealers completed their windows with articles of hardware which were on sale or of timely interest.



Facts

— about the hardware field

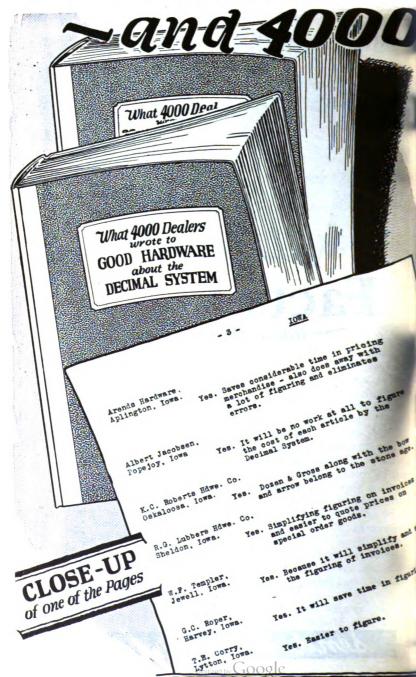
Off the press in a few days—a new book of important facts about the hardware trade, entitled "Selling the Hardware Trade."

If you are interested in the distribution of merchandise through hardware jobbers and hardware retailers, you will want a copy. The book contains only 14 pages, yet each page tells its story briefly yet comprehensively by means of maps, charts, etc. You can get all the information it contains—in five minutes.

Just take an additional minute now to write for your copy. It will be sent you as soon as it comes off the press.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York

Send for your Gopy



Dealers wrote to 600D HARDWARE

Response to Articles on Decimal System gives Unusual Demonstration & Reader Interest

In the January issue, Good Hardware ran an explanatory article on the Decimal System of pricing by units, tens and hundreds instead of by the dozen-gross system of the present.

In answer to this and another article in March, more than 4,000 replies were received from dealers who wrote to Good Hardware to voice their sentiments for or against the Decimal plan. Intense interest has been created. Leading newspapers have commented on the results of the dealers' response to Good Hardware. The Philadelphia Public Ledger—The New York Evening Post—The Detroit Times—The Chicago Journal of Commerce—to mention only one or two of them. A true picture of the size and significance of this response can be had merely by comparing the number of replies with the circulation of any hardware publication.

If you want to see preponderant physical evidence of "reader interest," let us show you one of the two thick volumes giving the names and addresses of these hardware dealers and what they said to Good Hardware.

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York

Good Hardware

The National Magazine of the Hardware Trade



Adver	117612	Henry W. Peabody & Co, Fourth Cover Pennsylvania Lawn Mower
Adver in this	ouzzi z	Works, Inc
Mun	, mount	Queen Incubator Co
Aladdin Industries, Inc	The Gendron Wheel Co 91 The A. H. Green Co 142	pany
ing Company	Hall China Company 94 Hardware Trading Corporation 112 Hardwear Tire Corporation 125	Samson Cordage Works
Tank Co	Hartford Products Company. 138 J. M. Hays Wood Products Co	Save the Surface Campaign. 131 Schnefel Brothers
792, 93 The Anthony Company 124 Arcade Manufacturing Company 122 Auto Vacuum Freezer Co., Inc. 113	Hess Warming & Ventilating Company	poration
Auto Wheel Coaster Co 134 Autoyre Co	Hoeft & Company	L. Sonneborn Sons, Inc. 109 South Bend Bait Co 148 Standard Sheet Metal Works 148 Stanley Works 104 Sundstrand Adding Machine
The Bassick Company	H. J. Hunt Show Case Co 150 Kennedy Mfg. Company, Third Cover	Co
5. F. Bowser & Company, Inc. 85 5. F. Bowser & Co	Third Cover Kenosha Chemical Co	The O. & W. Thum Co
Cary Mfg. Co. 144 The Chamberlain Co. 143 Lhampion Spark Plug Co. 158 Lhicago Solder Company 156 Coldwell Lawn Mower Co. 69	D. Landreth Seed Co	Tripp-Secord & Co
Columbian Enameling & Stamping Co	Lowell Specialty Co	U. S. Gutta Percha Paint Co. 6 United Steel & Wire Co. 122 Upressit Products Corpora- tion. 139
Copper & Brass Research Association 107 Delineator 86, 87 Detroir Belt Lacer Co. 118	McCormick & Co	Wallace Brothers
Duluth Show Case Co	Company	pany. 123 The Wellston Mfg. Co. 117 Westinghouse Lamp Company 99 Western Cartridge Co. 115
The Emerson Electric Mfg Co. 130 Ingman Matthews Range Co. 118 Lou J. Eppinger	National Lead Company 79 National Stamping & Electric	Whitlock Cordage Company. 127 Wickwire Spencer Steel Corporation
The Everedy Bottle Capper Co	Works 65 The New Haven Clock Co 103 The New Jersey Wire Cloth Company 151 North & Judd Mfg. Co.	Wolverine Supply & Mfg. Co. 101 Young Specialty Co 140
The Faultless Rubber Co 63 Fernald Mfg. Co	Northland SkijMfg, Co 152	Zenner Products Co 154

The Ohio State Stove & Mfg.

Good RESISTENCE DULL PAT. 007. Hardware

Vol. 4 No. 9

JUNE, 1923

\$1.00 a Year

How Gimbel Bros. built up a 3 years	big accessory business in
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It fits



the pocket

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Good WESTERED WARE Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. IV

June, 1923

No. 9

How Gimbel Bros. built up a big accessory business in 3 years

LARGE NEW YORK DEPARTMENT STORE GETS CUSTOMERS FROM MILES AROUND TO COME UP TO THE FOURTH FLOOR TO BUY THEIR ACCESSORIES

YOU should wander through the aisles of the fourth floor of Gimbel's Department Store, New York City, one of the largest in the United States, you would find, immediately in front of the elevators, a large space devoted to housing the automobile accessory department. This department is about 120 feet long and 40 feet wide, occupies approximately 5.000 square feet. It does a business that runs into six figures. On inquiry you would find that this business has practically all been built up in the past three years.

A few years ago, the auto accessory department of Gimbel's consisted of a counter and a shelf tucked away in a corner of the store, one man gave only part of his time to it. To-day it is a well-organized department, one of the busiest in the store, with a buyer in charge and several clerks assisting him.

When Gimbel's decided to go after the auto accessory business, they figured this way: "There are several hundred thousand cars in this community and they all use supplies and accessories. Here is a big business, and this business is growing. We can have our share of it if we go after it, and the company that goes after this business intelligently is bound to get a share of it."

How Gimbel's do it

During the past three years Gimbel's have gone after this business successfully. Hardware dealers who would like to build their auto accessory department sales, will be interested in learning just how Gimbel's went about it and made such wonderful strides, and how they succeeded in bringing people up to the fourth floor to buy accessories when they have no opportunity to give service,

when, as a matter of fact, there is not even room for the comfortable parking of a car for any length of time around the Gimbel premises. The steps that Gimbel's used can well be employed by any hardware store, and they can be made to bring the same results in building up a larger business.

Two policies

The principles on which Gimbel's built up this business are very simple. First, they decided to let people in Greater New York know that they were selling auto accessories, and second, they decided to give their customers the right products at the right price so as to hold them.

Now, let us describe briefly

how Gimbel's let the car owners know that they were selling accessories. Here are the things they did—using only tools that almost every hardware dealer has at his hand:

Gimbel's tell thousands people in Greater New York about their auto accessory department through newspapers. This department store advertises widely, and during the proper seasons devotes considerable space to accessories. On studying their ads, you will note that they often feature a wellknown specialty at a bargain price to bring people into the accessory department. bargain attracts them for the first time and gets them into the habit of thinking of Gimbel's in



If Gimbel's can get car owners to push their way through masses of shoppers and trudge up to the fourth floor to buy accessories, think of the easy job the hardware dealer on Main Street has



Everything in Gimbel's accessory stock is easily reached by the customers

—even the tires

connection with auto accessories. They then buy other supplies and have a good look at the complete stock.

The store also uses its windows in attracting new trade. Just as in the case of the average hardware store, the people of the community are constantly passing by Gimbel's store. By devoting an occasional window to auto accessories, Gimbel's tell many of them, for the first time, that here is a good place to buy such supplies. The windows are worked out with considerable care, as you will note from studying the photograph of one of them which accompanies this article.

In strategic position

The next big item in the Gimbel's selling campaign is inside display. On the fourth floor of this department store, you will find toys, sporting goods, baby carriages, cameras,

radio and many other items. The auto accessory department is so arranged that hundreds of people either pass through it or walk by it every day. It is a common occurrence to see people who are walking from one department to another, suddenly attracted to an auto accessory display.

Displays hold people

They stop to examine the material display, often making purchases. The displays are carefully arranged as you will observe from the accompanying photograph. There is hardly an item in the Gimbel stock which is not accessible to a customer without the assistance of The result is that a clerk. many people stop to look at some new device or interesting accessory and then buy, although they had no such intentions when they came into the store. One of the salesmen

put it this way: "Displaying auto accessories is half the battle. Goods well displayed are half sold." In the few minutes I spent in looking at the goods on display, I saw all of the following without having to ask a clerk one word: tires, tubes, auto chairs, seats, cushions, baby hammocks, lenses, battery boxes, luggage carriers, grease, windshields, windshield cleaners, bumpers, batteries, lamps (all kinds), spotlights, bulbs, tire covers, rims, rim parts, tube patches, horns, reflectors, fire extinguishers, foot boards. wrenches. polishes. soaps. chamois, sponges, lamp kits, spark plugs, radiator caps, tool kits, valve lifters, license plate holders, vulcanizers, tape, meters, vases, top dressing, mirrors, brackets, jacks, chains, grease guns, pumps, curtain windows, battery hydrometers, oil cans, metal polish and cigar lighters. Practically every item in stock is displayed so that it

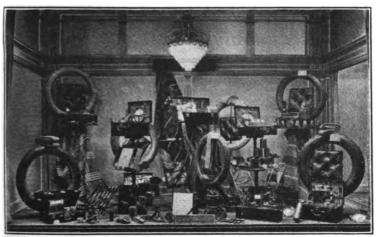
can be seen by every customer.

In their complete displays, Gimbel's capitalized one of the well-known principles of merchandising. It is a human sort of thing to be interested in looking at a novelty or anything that people occasionally buy. People like to handle an article and read the label and directions for its use. Gimbel's make this possible in their accessory department. More than thatthey invite people to do it. They expect it, and when a salesman comes up while you are looking at an accessory, he does not say, "What is it for you?" would assume that the customer came to buy, which he probably did not do. Many of them are only stopping to look, so the salesman politely says, "Can I help you?" This is a fine point in selling and does not make the customer feel uncomfortable or cause him to move on.

An instance of how carefully and with how much detail Gim-



"Goods well displayed are half sold." That's why Gimbel's display practically every item in their stock



It was a surprise to hundreds of New York shoppers to learn from this window that Gimbel's handled accessories

bel's go after the auto accessory business, is their automobile show, held a short time ago. They staged a complete automobile show for the sole purpose of building up their accessory department. They got 12 different cars, all the latest models, from local auto agencies, and exhibited them in their accessory department. Salesmen from the agencies were there each day during the show, demonstrating their cars. The show was widely advertised through the newspapers. Quite naturally, accessories were displayed prominently, and descriptive literature was distributed. Thousands of people visited the department because of the show, and, although Gimbel's were not to the slightest extent interested in selling cars, they were interested in attracting people—and the show attracted thousands of them to this department. Each person had it impressed upon him that Gimbel's sell auto accessories, and many who came to the show are now regular accessory customers.

Part of Gimbel's success, they say, is due to the fact that they sell the right products at the right price. They specialize in well-known, tried accessories only — standard articles of proven and tested character. They figure that they can take no chances with untried products that might prove unsatisfactory and drive away trade.

The first steps

The writer asked one of the salesmen the following question: "With your experience of successfully building up an auto accessory department back of you, how would you go after the accessory business if you were a hardware dealer with only the facilities of the aver-

(CONTINUED ON PAGE 82)

Merchant uses blocks on floor as measure

A little over four years ago E. H. Wagner took over the Vermont Hardware Co. store in an outlying section of Los Angeles. Each year since then Wagner has managed to increase the volume of his business about twenty per cent.

While there isn't one drastic thing that Wagner did, there are a number of simple things which, when totaled, amount to considerable.

When the contractor built the store, some ten years before Wagner took it over, he unconsciously did something which Wagner later made good use of. At the time of construction the feature was not planned for the purpose to which it is now put.

The floor of the store is of

concrete and the contractor, in order to relieve the monotony, had it grooved into two-foot squares. These blocks are accurate to the small fraction of an inch. In fact, they have been approved officially by the district Government inspector of measurements.

When Wagner discovered this he decided not to waste time in measuring the many things that are sold by the linear foot. Now, when fifty feet of hose is desired it is reeled off and measured over twenty-five of the squares. Drapery rods, ropes, tar paper, wire cloth, netting and a number of other things are measured in the same way.

"It's only one of the small things," said Mr. Wagner. "We never thought much about it, but it would mean a lot of extra work in a year if we were to measure in the old way."



No looking around for a lost yard-stick in this store, which has a permanent measure marked off in blocks on its concrete floor

What is responsible for the high cost of distributing hardware?

INCREASE IN HARDWARE DISTRIBUTING COSTS
POINTS TO NEED OF SIMPLIFICATION AND STANDARDIZATION AS MEANS OF PRICE REDUCTION

HAT is responsible for the high price of commodities has long been the subject of bitter argument. When a housewife spends a dollar for groceries and finds that only 20c of this dollar goes to the primary producer (usually a farmer) she wants to know what became of the other 80c. The farmer, blue and in debt, does not feel any too good about it either, when he gets low prices for what he produces, but has to pay high prices for what he buys from the retail There have been a lot of charges and brick-bats-a great deal of loose thinking and empty talking, each fellow blaming the other, but nobody doing much about it. But there are hard cold facts to face, facts that can not easily be explained away by mere statements. The middlemen — the retailer wholesaler-have come in for their share of criticism, and a

lot of harsh things have been said about them.

This question is being discussed very widely and is occupying prominent space in newspapers and trade publications. A Congressional Committee recently spent a year studying it. In this article we present a few phases as they interest hardware dealers and relate to their business. It is only through a frank and open discussion of the facts that the situation can be satisfactorily improved.

Accompanying this article, you will find a diagram showing how the consumer's dollar, spent for hardware, is split up. Every time that the consumer spends a dollar for hardware, it takes in the neighborhood of 39c of that dollar to move the goods to him from the manufacturer. In other words, the process of retailing and wholesaling costs 39c of the dollar the consumer spends. Five years ago, it cost about 31c.

Cost of operating retail stores, by percentage of each dollar of sales

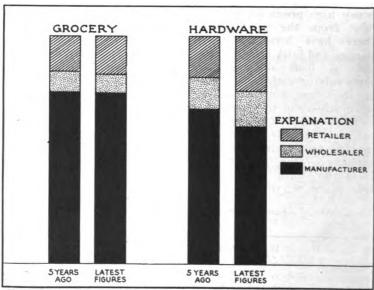
1913 1916 1917 1918 1919 1920 1921
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Generally hardware stores, both retail and wholesale, are operated efficiently and it is hard to say whether 39c is too much to pay for the cost of distributing when the service rendered is taken into consideration. But, after all, it was only 31c five years ago. Of course, there are ample excuses for this increase in cost, yet the consumer doesn't like to listen to excuses.

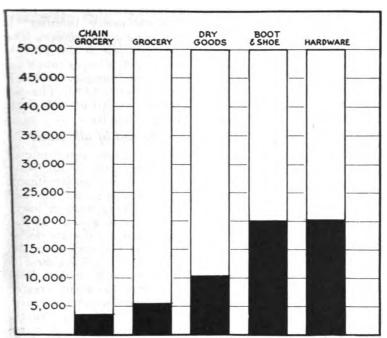
Often much can be learned by comparing one business with another. Just to show what it costs to distribute a dollar's worth of goods in the grocery business, a similar chart has been included. Out of every dollar spent by the housewife for groceries, 24.8c goes into the cost of distribution (wholesale and

retail) as against 39c in hard-ware. Five years ago, it cost 24.2c in groceries as against 31c for hardware.

The striking fact in the grocery situation is, that in the past five years the cost of distribution has not increased appreciably, while in the hardware business it has increased about 8c on the dollar. In the grocery business the tendency has been away from elaborate services and there has been a decided drift to simplifying the details, while this has not been true in hardware. If anything, services have increased, and largely because they were demanded. No one. of course, claims that hardware should be distributed as cheaply as groceries are. That would be



How the consumer's hardware and grocery dollars are distributed between retailers, jobbers and manufacturers. It costs 39c to distribute a dollar's worth of hardware today, or 8c more than it did five years ago. Grocery costs were 24c five years ago and are the same today



Each column represents an average retail store in five different lines doing a \$50,000 business. Dark portions represent average stock investment in conducting this volume. Hardware investment is comparatively large, hence slow turnover. There is great need for dealers to decrease investment and speed up turnover. That will help bring down overhead

absurd, for the task is entirely different, yet a comparison may not be amiss.

As retail distributing costs go, the hardware dealer is well in line as compared with the clothier, the shoe dealer, or the dry goods man. The grocer, as said before, however, has him beaten. But here is a significant fact: the retail margins in clothing. dry goods, and shoes have not increased materially during the past five years, while in hardware it jumped in the last five years from 18c on the dollar to 24c. Such an increase in cost of distribution is not found in

other lines of retail business.

Many dealers may be interest-

Many dealers may be interested in what it costs to do business in other lines. We are, therefore, reproducing a table as worked out by the Joint Commission of Agricultural Inquiry.

Here is another interesting angle: for every dollar the consumer spends for hardware, 12c goes to clerk, office hire, and management of the retail store. In other words, it takes 12c out of every dollar's worth of hardware to pay for just the work or labor necessary in the retail store. In the jobbing house it

costs about 7c for this work. These are staggering figures -much higher than in many other lines. This high service cost is made necessary because of the nature of the hardware business. It is a business of detail—an endless number of sizes. finishes, discounts, prices, tables, services, etc. Selling hardware is much different from selling groceries, where a clerk can throw the items of an order into a basket about as fast as a customer can read them off. Consequently it costs more to sell hardware. Nevertheless, every effort should be made to rid the hardware business of its cumbersomeness. Simplified practice in buying, selling, billing, and invoicing should be encouraged whenever possible, and such efficient measures as the decimal system and others will help eliminate this detail. the extent that it can be eliminated, to that extent can the help and management costs be reduced.

How turnover operates

much for distributing cost figures-now what about turnover? Does that have any bearing on the cost of distributing merchandise? Let us again examine the facts. The grocer turns his stock 7 times a year, the chain grocery from 12 to 15. The dry goods merchant turns his stock 3.2 times a year, while, according to the report of the Joint Commission of Agricultural Inquiry, the hardware dealer turns his on an average of 1.86 times a year. This means that on a \$50,000 business, the hardware dealer has six times as much money invested in stock as the chain grocery, four times as much as the private grocer, and twice as much as his dry goods neighbor. This is the root of much evil. The accompanying chart presents these facts graphically.

The cost of idle stock

More rapid turnover is one of the crying needs in hardware today. Too large an investment in slow-moving stock is the load that is causing many a hardware dealer to groan. It has been estimated that every dollar invested in idle stock costs the dealer 10c a year. First, there is the interest on the money. Second, it makes necessary greater credit, more warehouse space. more tax, larger insurance. more depreciation, and more unnecessary handling. turnover, of course, makes necsary a large investment, and this is often the cause of a credit burden and strain.

There has never been a time when careful buying was more important than now. The necessity of buying in small quantities and buying often, makes the services of the hardware jobber more necessary than ever, in spite of the clamor for the elimination of the middle man. It will be a sorry day for the retailer when the jobber is eliminated, because it is due very largely to him that buying in smaller quantities and more often, with the resultant increase in turnover and profits. are made possible.

(CONTINUED ON PAGE 55)

Builds two alcoves for special displays

For a store of its size the Mackay-Newcomb Co. has an unusual amount of window display, for the reason that the store faces upon two principal streets. These display windows are not very deep and the backs are panelled solid. Against this backing, on one side of the store, two alcoves have been built, each about eight feet long and five feet deep. They are finished off neatly in front to give the effect of looking in upon a stage setting.

One of the alcoves is finished in shiny bathroom tile, and groups of the large assortment of bathroom fixtures are displayed on the wall and sides.

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An electric globe in the ceiling lights the alcove brilliantly and shows off the fixtures to excellent advantage. A small table is set lengthwise in the opening leading into the alcove on which are displayed special bathroom accessories. table does not prevent customers from going into the alcove but rather invites them to enter, inasmuch as it forms a round passageway.

The other alcove is devoted to paints and is lined from top to bottom with shelves stocked neatly and carefully with selected lines. This alcove is also lighted in the same way as the one for bathroom fixtures, and it also has a small table.

The arrangement has worked out unusually well, according to Mr. Robinson, the manager.



This store makes double use of the unusually large window space.

Against the back panelling they have built two alcoves for their bathroom fixtures and paints

Kidder gives his trade service with a vengeance

THIS REMARKABLE HARDWARE DEALER KNOWS
THE GAME FROM A TO Z AND MAKES THAT KNOWLEDGE BRING HIS BUSINESS BIG PROFITS

By Phillip N. Haynes

Selling, with Mr. Kidder, isn't just a cut-and-dried proposition. Nor is he content to make a single sale and let it go at that. He's always ready to talk to a customer about any purchase, big or small—he's really interested in the use it's going to be put to—wants to know all about it—and that's the reason competition means nothing in Kidder's busy life.

HERE is the story of a rather remarkable man, a hard-ware merchant—plus.

George N. Kidder, of Northfield, Mass., is the hardware man. The plus covers not a multitude of sins, but a host of virtues. Also, it includes Mrs. Kidder.

About seventy-five per cent. of people like from the very first to do business with Kidder. Everyone calls him Kidder, omitting the Mister, which is a compliment and a business asset the way it's done,

This, of course, means a good deal to Kidder and the profit

Northfield, where he has been established for some 25 years, is at that corner of Massachusetts where the Vermont and New Hampshire lines meet. The incorporated town will celebrate its 250th anniversary next year. The inhabitants of the town proper number some 2,000 all the year round, and another

side of his business ledger.

There are another 1,500 inhabitants on the farms, dairies, and orchards within the corporate limits. Eight towns of 500 to 2,000 are within seven miles of Northfield town hall. Two are college towns.

1,000 summer dwellers in houses.

cottages and camps.

Kidder's store and its supplemental buildings are at the very heart of Northfield. They are neither large nor pretentious. The main building has two stories, containing some 3,500 square feet of floor space. The other buildings have perhaps 2,000 square feet.

Uses his windows

The main store has fine bulk windows, and Kidder knows how to use them.

Asked what his business was.

d some people would say, "hardt ware, paints, oils and glass,

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crockery, stoves and the like."
Others would say, "Kidder is
the most satisfactory undertaker

in the Bay State."

Still others, "Kidder? Why, he's the antique furniture expert of the upper Connecticut River Valley, and he certainly can pick up what you want in a fine old piece and put it into shape for you—at a fair price, too."

A motorist is apt to think of him as the last word in service on automobile tires and certain accessories.

A Jack-of-all-trades

Someone who has just moved his household goods to a point within the wide range of Kidder's influence would probably say fine things about the care and despatch with which he moved and handled the finest furniture, the most delicate breakables, the heaviest piano.

Some old inhabitant might

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add, "George Kidder has had charge of the cemetery for many years—and it's the best kept burying ground in Massachusetts."

And then, there's Mrs. Kidder—worthy of another story all to herself, but mentioned here because she "keeps Kidder on the track." That is, she keeps trace of his dates and stocks, and cost and accounts; praises him when he deserves it, and gives him bally-hoo when she thinks it wise. A real help-meet is Mrs. Kidder, as much of a man as Kidder himself, but very much of a woman, too.

Kidder sometimes changes clerks. All they have to do to be fired is to fail in giving the maximum of service to a customer.

Kidder is about forty-five. He has thoroughly learned the hardware business, furniture, upholstery, painting, plumbing, carpentry, undertaking and em-



Wherever possible Kidder uses open tables to display his goods. The crockery department, with everything in full view, is pictured here

balming, and he is an expert on the innards of an automobile.

There are big, long-established hardware stores in five large towns near Kidder's territory. They get mighty little business away from him, whereas he is getting business from them all the time, both by selling to residents of their towns and by preventing them from selling to people of his town and tributary territory.

Évidently he enjoys it, for he is always smiling. He doesn't look sad, even at a funeral at which he officiates. When Kidder sells a bit of hardware he knows just how it ought to be used or applied. He quickly finds out if you do, too. If not, he instructs you in a quick, lucid, practical way. This both makes and holds trade.

One of Kidder's customers.

who recently bought a 135-yearold place in the town of Northfield and proceeded to renovate it thoroughly for an all-yearround residence, tells the following story:

Intensive selling

"I went to Kidder for three window shades for my garage. I wound up by buying thirtysix for the house. He advised me skilfully and beneficially; he either had stock or samples of shades in ample variety; he was able to quote prices on a par with or lower than stores in larger places; he had standard, trade-marked goods. Then, he advised me about little tricks of hanging shades in an old house with peculiar windows and uneven mouldings full of nail and screw holes, and finally lent me

(CONTINUED ON PAGE 57)



A sale isn't simply a sale to Kidder, it is also an opportunity to tell someone how to use a product to get the best results. That's why Kidder's customers come back

Decimal system being considered by all factors of the trade

MOVEMENT FOR SIMPLER AND MORE EFFICIENT METHOD IS GAINING HEADWAY WITH MANUFAC-TURERS, JOBBERS AND DEALERS

THE movement for the adoption of the decimal system in the hardware trade is slowly but surely gaining in force every day as more retailers, jobbers and manufacturers make it known that they are in favor of it.

Steadily the list of manufacturers who are adopting the simplified method of billing, pricing and packing hardware grows. More than four thousand progressive hardware dealers have responded to the poll taken by Good Hardware on the decimal system by voting for it. Votes are still coming in. A demand as big and as insistent as this cannot be ignored and the movement toward the more modern and efficient system is gaining headway.

It works for him

Only this week we heard from an Eastern jobber who went over to the decimal system on March first that, after only three months with the plan, he finds it working smoothly and efficiently. His new price lists, just published, are all figured in terms of units, tens and hundreds, and his catalog indicates clearly the quantities in which the merchandise is packed. There has been no confusion in

making the change, according to this jobber, and his salesmen report that their customers have greeted it with approval. The wholesaler, in this instance, has even gone a step further. When ordering goods from a manufacturer, he now requests that the goods be invoiced in the decimal system. "This helps the good work along," he says. "And retail dealers can do the same thing."

Some comments

Several of this firm's customers wrote in to congratulate the house on its forward-looking step; others asked why the move had not been taken long ago; not a single complaint was received. Some of the comments of dealers in this territory on the decimal system are:

It conforms with the modern practices of present times. "Tuttut" and your figures are done.

The price is on the spot When you move the dot

Why do we favor the decimal system? Why is the horse and wagon replaced by automobiles?

It will help eliminate some of the tremendous detail we have in our business.

The shoe is on the wrong

foot. The advocates of the old, awkward system ought to have to prove why it should stay.

We are living in a progressive age. Why stick in an old rut and use more labor, time, pencils and paper?

It enables you to figure rapidly the cost and selling price of each.

Ten years ago the decimal system might have been thought "just a convenient and better system." Today it is more than that. It is almost a necessity in the hardware trade.

Cost reduction

One of the most important and acute problems confronting the hardware trade just now is the high cost of distributing the merchandise. There is too wide a margin between the cost of production and the ultimate selling price, and it is to the best interests of the trade to reduce that margin. The problem is absorbing a lot of attention at the various association conventions this year, and the decimal system is generally looked upon as one of the means that will help solve it, because the decimal system will mean simplification, with the saving of time, labor and money.

The time and the occasion for argument on the merits of the system is past, at least as far as the retailer is concerned. He has already made known quite emphatically how he stands on the proposition. And that expression of opinion has started things humming.

Every factor in the hardware

business is now considering the inauguration of this method of pricing and billing. Associations are taking it up at their meetings, resolutions have been passed endorsing it, individual jobbers and many manufacturers have already adopted it, and more will do so as time goes on. But, like all important reforms, this is not the work of a day. It will take time, and it will require continuous and persistent enthusiasm and support. The retail dealer, who is vitally interested in getting the decimal system adopted, must be the driving force behind it. He represents the foundation of the trade and what he wants must come to be.

Let every dealer, therefore, make his influence felt by doing something about it. Tell your jobbers and their salesmen that you want your goods invoiced on the decimal system. Where you deal direct with manufacturers. tell them the same thing. Tell it to them every time you write to them about anything. Write your association secretary your attitude and support any resolutions for the adoption of the system that come up at con-Get other hardware ventions. dealers interested in it. hardware trade will adopt the decimal system when it becomes firmly convinced that the dealers are solidly behind it and that they are going to stay behind it until it is adopted.

How about automobile accessories?—See page 7



"Little Joe" Wiesenfeld builds a \$75,000 side line in saddles

BALTIMORE DEALER CONSTANTLY ON LOOKOUT FOR NEW LINES FINDS THAT SADDLES GO WELL IN THE FAMOUS MARYLAND RACING CENTER

By J. K. Novins

A LTHOUGH "Little Joe" Wiesenfeld specializes in hardware and sporting goods in his retail store in Baltimore, he has also developed a profitable harness and saddlery department.

He says that he knows of no other hardware store handling this merchandise, as harness and luggage stores get the bulk of this trade. Judging from Mr. Wiesenfeld's experience, however, this class of merchandise ought to prove profitable for many other hardware dealers.

Mr. Wiesenfeld developed the harness department a number of years ago. He introduced saddles in this department only two years ago, and the venture has been so successful that it now brings him \$75,000 in yearly sales.

Two factors were responsiable for the introduction of this sideline. First of all, Baltimore is a popular racing center. As Mr. Wiesenfeld is constantly on the lookout for new lines, which are in good demand, he thought he ought to get a lot of horse equipment business. Before introducing a new line, Mr. Wiesenfeld always makes sure that there is likely to be sufficient demand for it.

Well known as horseman

Another important factor is that Mr. Wiesenfeld is a horseman himself. He has been interested in horses and racing for the past twenty years, and is well known among horsemen. In 1919 he beat George Moore with a pair of hackneys at a New York horse show. He has been attending horse shows right along, and every morning, at 6:30, he is to be seen riding his favorite horse.

Mr. Wiesenfeld felt that if he could develop sufficient demand for saddles in his store he could give his customers the advantage of his experience, and in that way build up a profitable business.

The first thing he did was to make a special study of the saddlery market. He soon realized that in order to compete with the regular saddlery establishments he would have to give his customers a special kind of saddle. He decided to try out imported saddles.

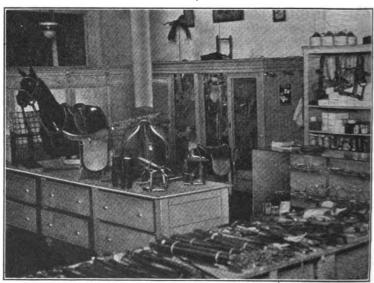
As a preliminary step he

placed an order with an English house for several saddles and found no difficulty in selling them. However, before placing them on the market, he consulted an English horseman, who pointed out the various features of the saddle merchandise and told Wiesenfeld some interesting facts about them and about other makes.

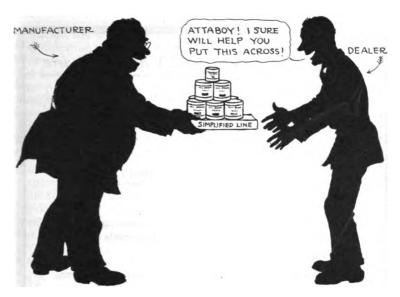
Studied English market

That much accomplished, Mr. Wiesenfeld went to England for a short time to make a first-hand study of the saddlery market there. He placed a small order with a saddlery firm at what he thought was a reasonable price.

He was not fully satisfied, however. He inserted an an-(CONTINUED ON PAGE 66)



A corner of "Little Joe" Wiesenfeld's saddlery department, which has become so well known among horsemen, that it does a business of \$75,000 a year



Your part in taking dead weight out of the paint department

THE SUCCESS OF THE RECENTLY ADOPTED SIMPLIFIED PAINT AND VARNISH LINES IS LARGELY DE-PENDENT ON COOPERATION FROM DEALERS

By Carl W. Dipman

HE PAINT and varnish manufacturers did a great piece of business. At a conference recently held in Washington, in cooperation with the Department of Commerce, they took the dead weight out of the paint and varnish industry. eliminated a lot of the unnecessary colors and sizes, thereby putting the paint proposition on a higher plane. This will enable a dealer to handle his paint business with a smaller investment and less confusion, to get a more rapid turnover, and to

make a better profit. This is relief which is much desired in retailing.

On another page you will find the measures as adopted. They are, with a few exceptions, the program recently published in this magazine. Many dealers will want to cut out the accompanying page to keep the simplification measures before them for reference. Mount the page on a stiff board and keep it in a handy place in your paint department.

The hundreds of dealers who Digitized by OOGIC 25

Simplified Paint and Varnish Line

At a conference held in Washington in connection with the Department of Commerce, April 25th, the measures and limits listed below have been adopted by paint and varnish manufacturers.

The following are to be discontinued:

½ gallon cans—all types.

All sizes smaller than ½ pints except stains, gold, and aluminum paints and household enamels.

Two and three pound cans.

Pints in house paints, flat wall paints, and porch paints.

All sizes smaller than gallons in barn and roof paints, and shingle stains.

Shades and Tints Are to be Limited as follows:

		Shingle stains 12
Floor paints	8.	Carriage paints 8
Flat wall paints	16	Oil stains 8
Enamels	10	Varnish stains 8
Porch paints	6	Spirit stains 14
Roof and barn paints	4	
(All of the foregoing	excl	usive of black and white.)

Cut out this page and put it where you can refer to it

endorsed the paint and varnish simplification program through GOOD HARDWARE recently, will be interested in knowing that the results of their vote were presented at the conference over which Mr. Hoover presided. Great interest was expressed in this vote, and it helped in assuring the manufacturers that hardware dealers generally approve of the simplification measures. It was evidence from the field, much desired by the paint manufacturers and distributors.

The measures will be put into effect very soon. Now that we have a simplified line, dealers will want to do their utmost to make the simplified line a success. Every dealer must bear in mind that a simplified line may involve a certain amount of give and take. The measures were worked out for the best interests of the industry as a whole. It is entirely possible that some individual dealer may find that a certain color or size quite popular with his particular trade has been eliminated from the line. But for the sake of the greater good that will result for all dealers, he must give it up cheerfully, and give this program his whole-hearted cooperation and support.

For the greater good

The best interests of all dealers, large and small, demand that a success be made of the simplified line. Even though there is an occasional demand for a freak shade or for a size that has been discontinued, every dealer should do his full part in educating the public to

the simplified line. It should be carefully explained that items have been discontinued for the benefit of the industry as a whole, and ultimately, for the benefit of the consumer. Even though there is a limited sale for some of the discontinued material, every dealer will want to be careful not to create an artificial demand with the manufacturer and again have the discontinued items reinstated in the After all, manufacturers are obliged to give the public what it wants. It is now up to every merchant to see to it that there is no artificial demand created for the discontinued colors and sizes.

Plenty of variety

If the trade, because of a will-o'-the-wisp demand, is again going to demand one additional color or size after another, we will, in a short time, lose all the benefits of the reduced line, and be back on the old basis. line, as revised, still allows for plenty of variety, and intelligent selling can take care of every reasonable demand, large small. Dealers who have actually made money in the paint department during the past few years have, on their own accord, reduced their line, sometimes to a much greater extent than the limits adopted by the manufacturers.

The experience of the Imperial Valley Hardware Company, El Centro, Cal., is representative of that of many other progressive merchants. This company puts it this way: "Five years ago, we cut our house

(CONTINUED ON PAGE 64)

Is it good business to price the things in your windows?

PRICE IS THE DECIDING FACTOR IN ALMOST EVERY-THING THAT IS BOUGHT AND SOLD. THIS REASON ALONE MAKES PRICE MARKING NECESSARY

By R. W. Crane

What Mr. Crane thinks of the advisability of using price tickets in window displays is important because he has been a practical and successful hardware man for many years. His windows have sold merchandise for so many years that when his experience points to price tickets it is worth while for other dealers to consider his suggestions. This article gives the results of his experience with them.

A HARDWARE dealer in Ohio hired a man to make his window displays. The first trim which the new display man made was one of alarm clocks and he went over the stock and laid out a number of samples to use in the show window. Among them was a single clock of an unusual size which was quite dusty and shopworn. From the low price it had evidently been bought before the price advanced.

The display man polished it up, went to the dealer and asked him if the price on that particular clock shouldn't be raised. "Oh, don't put that in the window," said the dealer, "we can't sell it at that low price. We've got to mark it up."

However, the window trimmer made an attractive display. placed the "orphan clock" in the window and marked it at the current high price. Within half an hour after the trim was completed, a customer entered, laid the exact amount on the counter and asked for a clock like the one in the window. As the "orphan" was the last of its kind in the store, it was necessary to take it from the window.

The dealer was greatly surprised by this incident. He did not believe it was possible to sell merchandise as readily as this by means of a window display. It developed, however, that in all the window displays that had ever been made in that store in the past, no prices had ever been shown.

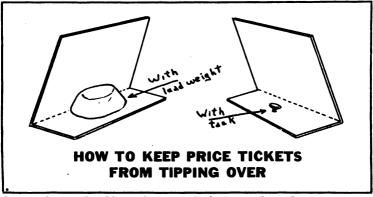
This is the fundamental difference between a display that merely attracts attention and one that sells merchandise. Prices on a display make sales.

Nevertheless there is much difference of opinion on this point. Let us analyze it. In the first place, the great majority

of people buy on a price basis. Quality and utility and value are, no doubt, considered, but in most sales price is the determining factor. Because of this the window display, in order to sell goods, should show prices.

There are those who admit that price is the governing factor in most sales, but who believe that displays should be left unpriced so that those who of the display that the goods are high-priced, when in reality they are not. Would it not be better to put prices on the merchandise and let some good show cards do the work that is supposed to be done by the store salesman?

If you are selling your merchandise at a fair price, the public will not question it, no matter how expensive, provided the



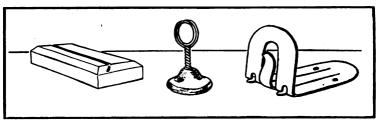
Price tickets with fold-over bases can be kept upright on level surfaces in this way

are attracted by them will be led to enter the store in order to ask the price. Their argument is, "If prices are shown in the window, people are often driven off by what they think are high prices, whereas they could easily be persuaded to buy if they were in the store where they could be influenced by a salesman."

Even assuming that this is true, there is no assurance that people will come in to ask the price. Think of the hundreds of people who, every day, pass unpriced window displays convinced by the quality of the merchandise and the excellence

show cards in the display prove its quality. The paint you sell looks just about the same in the can as the cheaper grade sold down the street. But you need not be afraid to price it in the window if you accompany it with show cards telling of its superior qualities.

Some of those who object to prices in displays will point to Wanamaker's windows and to those of other large department stores and ask, "These stores do not show prices; why should the hardware dealer show them?" If the large department stores were dependent on their show



Some of the simpler price ticket holders

windows for the same proportionate volume of sales as the average hardware store is, prices in their window displays would soon be the rule rather than the exception.

As it is, however, most department store sales are made by newspaper advertisements, which, by the way, are usually well sprinkled with prices. The show windows are generally used to build up good will and prestige.

There are some exceptions to the rule of putting prices in the window display. Displays which are made in celebration of some patriotic event or holiday should not be commercialized by showing the merchandise for sale.

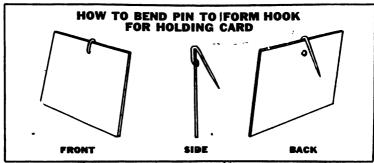
Then there is the case of the dealer who believes in prices.

but hesitates about using them in his displays because of a competitor who cuts prices. He says, "I can't have anything in the window a day before the fellow down the street puts them in his window at a lower price." Here is a situation, unfortunately only too common, about which no definite rule can be adopted.

Competitors are human

Oftentimes it is possible to get together with the competitor and to come to an understanding. Every day retail merchants are discovering that their competitors are human beings—and fine fellows besides.

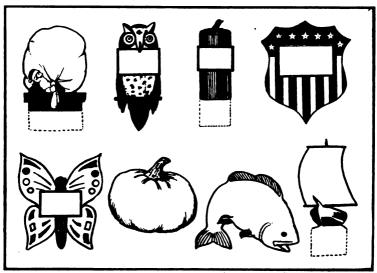
However, if the situation cannot be controlled in this way, it is generally best to disregard it.



How a pin can be used to hold a price card

Why fear the fellow down the street? The price cutter usually succeeds in cutting his own throat. If you have a price-cutting competitor, do not leave price out of your window dis-

near the glass may be smaller. The size of the ticket must also fit the size of the article it accompanies, but as large items are usually placed at the back of the display and small ones in



Courtesy Win-Deco Display Service
Special price tickets that are used for holidays and special or seasonal
goods

plays, but be sure that the displays also emphasize quality strongly.

Articles displayed in the show window can be priced in a number of ways. The easiest and most common method is a small ticket without ornamentation on which the price is written in pencil or ink. These cards are of any size from an inch square up. It is a good thing to remember that the proper size for a show window price ticket depends to some extent on the distance from the glass. Tickets that must be read at long range must be fairly large, while those

the foreground, the rule stated above generally applies.

Properly ornamented cards are an improvement over the plain ones. Those printed with a neat border are good. Many dealers have the firm name printed at the bottom of the ticket in small type, or with a characteristic picture.

Where only a few price tickets are to be used in a display, the display man can often ornament them by hand. Thus, cherries can be painted on them for a Washington's Birthday trim, holly at Christmas, etc. An easy

(CONTINUED ON PAGE 60)

Barrett-Hicks Co. sells goods to ranchers for future delivery

FRESNO DEALERS KEEP RECORDS OF THEIR RANCH-ER-CUSTOMERS' ACTIVITIES AND THUS ANTICIPATE THEIR NEEDS AND INCREASE THEIR SALES VOLUME

() N FILE in the Barrett-Hicks Co. hardware store of Fresno, Cal., are approximately 5,000 mailing list cards that have enabled this firm to build a foundation for sales of carload lots of the many supplies and implements needed on the large and small ranches around that city. Fresno is the raisin center of the United States, and the needs of the grape growers are great. Barrett-Hicks aims to get its share of the business, which includes spraying devices. chemicals, wire and twine for the vines and tray paper which is used for the drying of the grapes. Dynamite is still another large volume commodity used in setting out vineyards.

Since two years ago this store has been putting onto its record cards the names of ranchers and important sales information regarding them. The record card reproduced here shows just what the card tells the advertising department regarding each man.

No wasted postage

For instance, each one of the semi - circular numbered tabs that run across the top, and which are numbered, indicates a certain branch of agriculture in which the rancher is engaged.

Tab No. 1 means that the rancher is interested particularly in grape vines, and there are certain commodities that needs in large quantities for them. Tab No. 2 indicates a raiser of apricots and peaches, and these two branches of agriculture mean certain other needs, starting out with dynamite which is needed to blast the holes for the trees. No. 3 indicates the housewife: No. 4 is a fig grower, and so on through the classifications that prevail around Fresno. man is in classifications "1" and "4", the other tabs are clipped off, leaving the first and the fourth standing out above the upper edge of the card.

Few "dead" names

When the time comes to send pieces of mail advertising material of interest to fig growers, the addressing clerk simply follows the cards which have tabs in the fourth row, an easy method. 'The same is done for ranges, paints, dynamite and for numerous other lines. It saves waste of printing and postage, and increases the results. Manufacturers who ask to send out advertising for the Barrett-Hicks Co. always know that they have a live list to

work on: a recent checkup after a mailing showed that of the 5,000 pieces sent out only 40 went to "dead" names.

As can be seen from the form. the spaces provide for name and address and telephone number; also for the line of industry or work that is most important to the prospect. There is also space for additional interests. The source of the name is given. the credit rating and the nationality. The last is added because there are many ranchers around Fresno who speak foreign languages and on whom literature in the English language would be wasted. Special correspondence is rare, but when it is necessary the results are noted in spaces provided for them.

Salesmen at the counters are

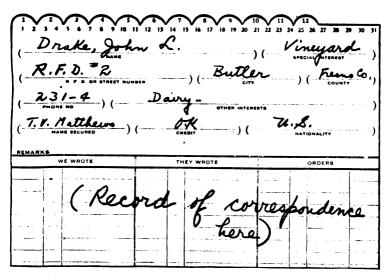
coached to learn as much as possible about the interests of ranchers. For their use the firm has "Future Order" forms handy. These enable the salesmen to book many orders that help make carload-lot buying possible.

"Going to be needing some trellis wire pretty soon?" a salesman will suggest as he waits on a man who, he knows, is a vineyardist.

"Yes, a bit later," the prospect at the counter may reply.

"How many acres are you working in grapes." the salesman asks him.

The prospect gives the information and the salesman tells him how much wire will be required. He also suggests that the vineyardist place an order



GETTING THE MOST OUT OF MAILING LISTS

This card tells Barrett-Hicks that Drake is particularly interested in vineyards and equipment for them. His other interest is dairying. Before the card is filed away, all the tabs at the top are cut eff except those indicating his interests. When mailing matter on poultry is to be sent out, none will be wasted on Drake; when vineyard equipment is to be pushed, Drake won't be overlooked.

then and there for future delivery to assure himself of having the wire when needed and of getting the best price. The order is made out in duplicate, the prospect keeping a carbon copy and signing the original. The salesman also signs the order and places the original on file, indexed according to the commodity.

When the commodity arrives the salesman is asked to get in touch with the customer personally, either by letter or by telephone, to ask him to take up his goods. When the customer calls the bottom half of the form is entered to show the quantity and price; and the customer signs for delivery.

Learning the needs of the customers who appear before the counters and securing future orders on the basis of that information is an important help to volume in the Barrett-Hicks store.

Sells wheel toys by appeal to mother

The hardware salesman who had charge of the selling of the boy's kiddie cars at the store knew he was up against a difficult selling proposition the minute he saw the man and wife come up to him. In all his experience he'd never known it to fail that when both a man and wife came to the store it was hard to sell them.

But this salesman was a persistent individual and when he realized that the sale was going to be difficult he made up his mind to do his utmost to put the sale over.

It was evident at the outset of the transaction that the man wanted to buy the car but that the woman was holding back. Which made it certain that to put the sale over, the salesman would have to sell the woman.

At last, after a little talk which wasn't getting anywhere in the making of the sale, the salesman himself sat on the car and rode it up and down the aisle.

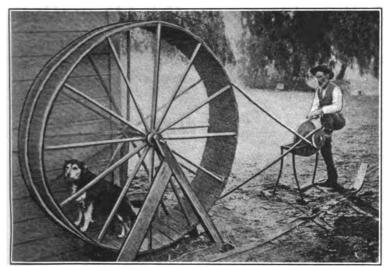
The selling talk

"You see," he said, "it is perfectly safe. It will stand the weight of any boy, even if he is unusually big for his age. And it is the sort of toy that children like and are not timid about using. It is a car for a regular boy."

This made the sale. But why did it? This is how the salesman explained the matter when the couple had departed:

"That stuff about the boy being a regular boy and about the possibility of his being large for his age was thrown in to please the father. The thing that really made the sale was the appeal to the mother. Every mother wants her son to be safe when playing with toys and she wants a toy that he isn't timid about.

"That couple had shopped around for a kiddie car—I could tell it from their conversation—and no other salesman had used the argument that I did. So when I appealed to the woman in just that way, the sale was made because I had also pleased the father with that real boy stuff. Simple, wasn't it?"



In addition to being man's friend and companion the dog is a beast of burden in many European countries. In this picture he is helping his master, in California, to run his grinding machine

Scissors ground by dog-power

A dog, named Rover, owned by a man in Carpenteria, Calif., has been taught to turn the wheel that furnishes the power for his master's scissor-grinding machine. Rover gets on the wheel of his own accord and merrily treads while his master sharpens scissors and knives at his ease.

The dog seems to think it is a game devised for his amusement. He sometimes runs to his master until the man attaches the rope which turns the wheel. Then the dog gives every evidence of being glad to do the work.

In Europe dogs are used for a great many domestic and power purposes, and in some countries they are the beasts of burden, teams of dogs drawing heavy loads for their master after a special training for this purpose.

This type of dog is most often found in Belgium and Holland where the country is flat and the strain is not too great. The use of dogs as draft animals is also quite common in northern Canada and Alaska, where the deep snows and frozen trails make horses almost useless.

The tractor's life

The average life of a tractor is 6.6 years, according to the results of an investigation conducted among 278 owners by the United States Department of Agriculture. The estimates ranged from 3 to 10 years. Even low-priced tractors gave five years of service when ordinary intelligent care was taken.

Selling fuses gives Bill Donnelly a chance to sell other goods

I CAME IN JUST TO GET A FUSE, BUT BILL ALSO SOLD ME A FLASHLIGHT, SOME WIRE, A LAMP AND A DRY BATTERY

By C. L. Funnell

ILLUSTRATED BY R. B. FULLER

WHEN you go into Bill Donnelly's store, Bill always has the air of having just finished up something important and of being all ready to take care of you. I stopped in front of the electrical counter.

"Fuses again?" he inquired sympathetically.

"You guessed it. Guess our vacuum cleaner and washing machine and iron must have all started up at once yesterday."

"These'll fix you up. You have a handy fuse box, I suppose, so it's easy to put 'em in?"

"That's the time you guessed wrong, Bill," I explained. "Our terminal box is down in a dark corner of the cellar and when a fuse gets shot we have a deuce of a time finding it. I really ought to put a light over that box."

"Not a bad idea," Bill admitted, "only when your fuses are shot, what's going to light your light? Wireless, maybe?"

To find the fuse box

Bill thinks of the darndest things!

He reached under the counter and pulled out a new, shiny flashlight.

"If I was you I'd take this fellow home and hang it up in the cellarway, right where it's handy. It'll stay on the job for weeks and weeks on one battery. And then there are always more batteries. I'll slip it back in the box and wrap it up for you."

"Yeah, I guess I can use it all right." It always sort of surprises me to see how pleasant it is to have Bill sell me something more than I came after. Always feel a little guilty for not getting mad.

"Of course," Bill went on, "if



light to help me find the fuse box

you really want a light over that fuse box we can fix you up easy enough."

He reached for a pencil, and tore a piece of wrapping paper off the roll to draw on.

"Suppose you were to get one of these little battery lamps in a little handy socket and put it here. Then you could put your dry battery down here, and then about fifty feet of twisted pair wire would run you up to the top of your cellar stairs. That's the place to put your switch, see?

"And it would be a lot of fun to put it in. You always did like to fix up things, didn't you?"

What could I say then? Sure. Well, that's what I said.

"Hold on!" I yelled as Bill started to wrap up my fuses, my lamp, and socket, and wire and switch, together with the flash lamp. "With that little lamp mounted over the fuse box I don't need the battery flash lamp."

Sold me both

"Oh, sure you do. Just the thing to look for something in a dark corner at night. Bet you've wished for one a dozen times in the last two weeks."

And I had . . . at that!

"Guess you wish you were in the jewelry business when June comes along, don't you, Bill?" I asked.

"Why should I?" inquired Bill, glancing over at his gleaming counter of electric appliances. "Can a bride percolate coffee on a gilt clock? Can she brown a pair of waffles on a diamond



His boy showed his friends, and all the kids are playing with colored tacks now

wrist watch? Will a string of Egyptian beads help any when some hot toast is wanted? Not so much! Jewelry's all right. Fine stuff. But I'd rather feel that I'm selling something the young couple can use to make their new home run smoother."

"That's all right," I admitted.
"But what does the bride think about it?"

"She gets my point of view all right, in a very nice letter I send her before the happy event takes place. Every bride-to-be in this neighborhood gets greetings and electric appliance suggestions from me."

"How do you get their names?"

"Marriage license bureau. You can get lots of things if you'll take the trouble to go and ask for them. Yes, sir. June is a busy month. Not only brides' presents and purchases either. You know June has

(CONTINUED ON PAGE 76)

Crowds follow bright lights even in hardware buying

THE UP-TO-DATE MERCHANT TAKES ADVANTAGE OF THIS BY KEEPING HIS WINDOWS AND THE IN-TERIOR OF HIS STORE ALWAYS BRIGHTLY LIGHTED

By J. J. McLaughlin

NE of the easiest ways to keep people out of your store is to have it poorly lighted. Poor or inadequate lighting will help to keep people out of a store about as easily as poor merchandise will rive them away once they have been in. On the other hand better store lighting is one of the simplest steps towards increasing sales.

Many merchants go to a great deal of trouble and expense to make interior and window displays to show their merchandise to real advantage so as to increase sales. But they often fail to carry their display plans to completion: They display their goods well and then leave them only half illuminated. casual eye will not stop to strain itself in order to see what is offered. It must be helped. Not only must the display be attractively arranged, it must also be sufficiently well lighted to be easily seen.

The three fundamentals

Successful retailing is based on three fundamentals:

- 1. The attracting of passersby to arouse curiosity and interest that lead to sales.
 - 2. The appealing demonstra-

tion of merchandise to arouse desire.

3. The selling to purchasers to gain their enduring satisfaction.

Proper lighting of the store and windows will aid considerably in each of these steps, and the keenness of competition demands that every possible advantage be utilized.

How good lighting helps

Light is something more than a necessity which eases eye strain. It also improves the appearance of the store and can be converted into a pulling power in itself. It creates confidence. There is an age-old fear of dark places in all of us. We instinctively travel towards light. Watch the other stores in your neighborhood some evening and you will see that the most successful among them are usually fully lighted in order to appeal to that instinct. Their windows are bright and tractive. The interiors of the stores are so well illuminated that even the far corners are bright enough, so that you can read in them or examine the goods displayed on tables and shelves. And because few people buy anything without look-

ing at it, it is essential that the light be good enough to give confidence. It is for this reason that successful merchants illuminate their stores properly.

In order to get the full advantage from your lights they must be arranged so as to provide light in sufficient quantity wherever needed. Granting first that the light is upon the objects or surfaces to be seen, and not in the eyes, there yet remains the requirement that it must be not only sufficient in amount for the particular hardware store under consideration, but must be distributed and directed properly. Obviously the illumination which is adequate

for one store may be insufficient for another.

This applies particularly to the location of the store. For example, a store in the residential district of a city or town would not need as much light as a store in the business section. At the same time the store in the residential section must have sufficient light to make a good appearance.

Because much of the goods in a hardware store is arranged on wall shelves and in wall cases, with a sample of the article displayed on the front of the small compartment which contains a stock of them, and because much of the goods reach-



WHAT LIGHTS ARE NEEDED

Figure A: Two rows of lights are needed in stores which are more than 1½ times as wide as they are high. The lights in this store are ideally located to give the best possible illumination. The rows of lights should be as far apart as the store is high. The type of globe used here distributes the light well to the counters, walls and ceiling. Light paint on the walls and ceiling reflect part of the light back into the store

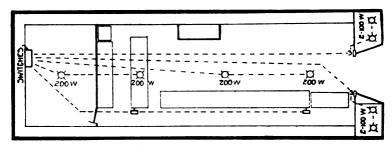


Figure B: This plan shows the lighting installation for a store 15 feet wide and 12 feet high. It calls for only one row of lights

es well up towards the ceiling, the type of luminaire or light and its location should be such, that a good part of the light will fall on the walls. The type of luminaire, illustrated in Figure A, will provide such a direction of light. To help diffuse or spread the light a near-white color, preferably a flat creamwhite should be used on the ceiling. This will help to redirect the light to the shelving and counters.

The number of luminaires or fixtures to be used depends upon several factors. The following

rule, however, will cover almost every case:

For narrow stores which are not more than 1½ times as wide as they are high, one row of luminaires will prove satisfactory. Where the width is twice the ceiling height two rows of lights should be installed. In general the space between luminaires should approximately equal the ceiling height. Figure A shows the installation in a wide store with two rows of fixtures, each row being approximately over the counter, thus

(CONTINUED ON PAGE 68)



Figure C: In this window the lights are concealed from view and at the same time the window's contents are well illuminated

Eliminate the waste in handling your oils and turps

MODERN EQUIPMENT MAKES IT POSSIBLE FOR THE HARDWARE DEALERS TO HANDLE THEIR OIL LINES ECONOMICALLY AND EASILY

By William Berlin Goolsby

Newer and better methods are being developed constantly for making work easier - yet thousands of us go along in the old way, either ignorant of the new methods or too short-sighted to make the necessary changes. In the article which follows Mr. Goolsby shows the advantages gained in time, labor and money by the use of modern oil-handling equipment in the hardware store.

O up-to-date hardware dealer will question the desirability of handling oils when he carries a stock of paint, or when he enjoys a business with farmers.

The paramount questions are how to handle this commodity with the least trouble and how to increase sales of turps and linseed oil as well as of dryers and the various other paint oils which offer a good margin of profit.

Years ago the paint oil stor-

age method in vogue was a system consisting of several tin tanks with the old style "molasses" faucet at the bottom. With this method there were only two main problems confronting the dealer: the first was how to get the oil from the barrel into this style tank without the use of a dozen men and a hoisting machine, and the other problem was how to get it out again in proper quantities without being a wizard and using more patience than Job ever possessed on his most patient days.

Tanks for oils

Modern ingenuity and manufacturing skill have developed various forms of improved tanks for handling oils, and a great part of the nuisance in handling them has been gradually eliminated. It is really possible now for a dealer to make a profit on oils, and to cut out the leakage. spilling and waste that heretofore have absorbed the profit.

While details may differ slightly, the underlying principles of the modern oil handling systems are about the same, consisting of a form of steel tank

and a self-measuring pump, which delivers predetermined quantities or which shows on a printed scale the price of any fractional part of a gallon which has been delivered to a customer.

There are many other advantages gained from the use of these modern systems which, while not of such importance are nevertheless worthy of mention. One source of loss in the past was the amount of oil that often had to be thrown away due to its forming "foots" and "fats," or hardening from exposure to the air. The modern paint oil system allows only sufficient air to enter the tank or reservoir to replace the oil drawn each time, and oil may remain in the tank practically indefinitely without danger of its becoming unfit for use. Many of the more improved systems are provided with agitators as well, which keep an oil thoroughly stirred by a few revolutions of a crank. On the more elaborate systems these may be operated by power, while on a simple store installation, they are hand operated.

Tank is placed anywhere

A modern oil-handling system may be installed to meet practically any conditions existing in your building. Practically all of them are built so as to place the tank at any place, and connect with 11/2-inch pipe to the pump, which is placed in some convenient position in the store. Such installations remove the nuisance of emptying oil from the shipping containers into the storage tank, as they are equipped with various forms of automatic barrel tracks and it is only necessary to roll a drum to the end of this track and raise with a few turns of an automatic lifting mechanism. Then, by removing the bung, the oil can be drained into the proper tank. Danger of spilling is eliminated, and once the drum is opened and oil begins to flow into the tank it requires no more attention whatever.

The pricing scale

The changeable price scale used with practically all the oilhandling systems is itself worthy of mention. This consists of a series of price slips ranging from 25 cents per gallon to two or three dollars per gallon, and the proper slip is kept visible at all times. When an odd sized container is filled, an indicator gives the amount which the customer should be charged at the prevailing price. Many painters run in with all sorts of cans. iugs and bottles and without such a method it is practically an impossibility to determine definitely the money value of quantities placed in these odd sized containers.

Around a hardware store the appearance of a boy in paint-smeared overalls and with a quart bottle in one hand was once the signal for the sudden departure of all the clerks by way of the back door. This meant a call for a quart of linseed oil, and to entice linseed oil through the small neck of a bottle on a cold day with a funnel several sizes too big is no undertaking to quiet one's

(continued on page 58)



Each of these tremendous saws measures 9 feet in diameter, weighs 795 pounds and reaches a speed of 130 miles an hour

America has largest saws in the world

These saws were made for a lumber firm in the Northwest for cutting shingle bolts from the large trees of that section. Each of these saws measures 108 inches in diameter (9 feet), their relative size being emphasized by the man standing between them. In the rim of each saw are inserted 190 teeth.

One may gain some idea of so tremendous a saw by comparing it with a 54-inch saw, which is large as we ordinarily think of the term. The 54-inch saw requires for its making an ingot of steel weighing approximately 180 pounds, and its weight when finished is about 125 pounds.

The 108-inch saw started out as an ingot weighing 1,140 pounds, and after reheating, rolling and trimming, the remaining weight was about 795

pounds. In size, the 108-inch saw is four times as large as the 54-inch saw.

The turning out of so huge a saw is a difficult process when one realizes that the ingot must not only be fashioned into a huge plate, perfectly straight and true, but also that the steel must be uniform in quality throughout the entire surface.

Usually a special saw is built to fit machinery. But as these saws departed from the commonplace in size, they did so in requirements also. Special machinery was built to carry them.

To fully appreciate one of these immense saws one must see it in action. Starting off slowly the speed gradually increases, while the humming attains a higher and higher pitch, until full speed is reached. The serrated edge, traveling at a speed of 130 miles an hour, cuts through the largest logs with an astonishing ease and rapidity.

Monthly cash prizes for the best ideas from hardware men

This idea simplified his paint line—\$10

As Good Hardware has conducted an investigation of the sentiment for simplification of the paint line, I am submitting an idea which we used to simplify our own paint line and which is particularly good for a dealer who carries small line.

We have a loose leaf book showing the colors we have in stock. We take these colors from the color cards and arrange them according to number or color and classify them according to House, Wall, Floor, etc. On each sheet we also have the prices and a list of the sizes which we carry.

In this way the clerk can tell at a glance whether we carry gallons, quarts, etc. The customer can make his selection and is better satisfied when he

or she sees only the colors we carry in stock and no others. Sales are made quicker, also.

This is the first year we have used this method and I think it has paid us for the trouble and expense involved. When we wish to add colors we can do so simply by adding pages to the loose leaf book.—P. F.

HEINICKE.

This idea gets the trade of the tourists—\$2

I read GOOD HARDWARE with a great deal of pleasure. The following is my offering for the best monthly idea:

At the edge of the sidewalk in front of our store we placed a sign board constructed like a small chicken coop. On the sides and on the end facing the street we lettered, "Tourist Free Information Bureau."

Our store entrance is at one side and not in the center, so there is a blank wall on the left as you come in. On this wall

we painted a road map of the nearby Black Hills, showing auto roads, towns, places of interest, etc. Inside the store is a large placard which reads: "Tourist Free Information. Ask a clerk." There is also a chart which tells the condition of the roads, and we give out descriptive booklets, road maps and other tourist information. Incidentally we sell the tourists a great deal of fishing tackle, camping and hunting equipment, and other hardware.

Our town runs a local camping ground for the tourists, and we complete our campaign for tourist business by setting up an oven on a table with a roof over it, where the campers can prepare their meals. Nearby we put a sign directing them to our store. Wherever possible road signs and hotel advertising carry our slogan, "Free Tourist Information." All of this advertising is done at very little expense. Does it pay? We'll say it does. We get most of the tourists into our store one way or another. They like the service and they appreciate a place where they are free to ask as many questions as they wish, and almost invariably they buy something.

The idea is particularly valuable in a tourist town like ours (Custer, S. D.), but it applies to all towns because nowaday's there is a very large travelling which gets into corners of the country.—E. Heidepriem.

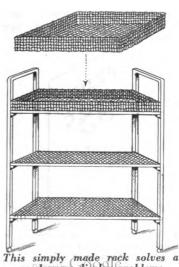
This simple rack solves many display problems—\$2

A variety of small and medium sized articles can be displayed well and easily on a home-made rack, such as we have found serviceable in our Make a display stand like that illustrated. It will take up but little floor space and still be a convenient place to keep goods that are handled by customers who are buying.

To make our rack we took heavy screen wire, quarter-inch mesh, six and one-half inches high, and made sides to the top section. We fastened the corners with small wire. In the top section we put shoe findings, such as soles, heel taps and On the second inner soles. shelf we put handled axes and on the lowest shelf we put unhandled axes as well as grubhoes, picks and mattocks.

In the spring the sides can be taken off in a few minutes and be ready for spring tools. We have had many comments on this handy display stand from customers as well as from other dealers.-T. J. DEAL.

Basket of heavy screen wire for top of rack.



good many display problems

Oklahoman uses thoroughbred cow in his window —\$2

The Hale Hardware Store, of Tulsa, Oklahoma, adopted an unusual idea which did much to sell dairy apparatus. The owners turned their show windows and part of the front of their store into a dairy stable in which they kept two live cows. One of them was a thoroughbred, the champion milker of the county, and the other was an ordinary cow which, according to experts, was not a profit-making animal.

Along with the cows was displayed all the equipment necessary for keeping cows producing milk under the best conditions. There were milking and bottling machines, pails, sterilizers, stanchions and all the other necessary apparatus for running a dairy farm in the most approved modern method. The cows were milked and the milk was bottled, right in the window, while a crowd of people stood outside watching.

The idea attracted considerable attention, especially from farmers who were interested in cows, and dairying, and a good many sales resulted. The champion cow was borrowed from a friend in a neighboring town.—
V. S. MARTIN.

This price marker is cheap and decorative—\$2

Inexpensive price card holders can be made quite easily right in the store. We make one like



This inexpensive home-made price marker can be used for almost all items on display

that illustrated for very little and it can be used anywhere in the store. In order to make it we took an ordinary 1½" tin roofing cap, bent a piece of tin about 3%" wide and 2" long into a spring clip and soldered the two together. We did the soldering in the center of the cap for the sake of balance. It is advisable to make some of the bottoms heavier than others to hold larger cards.

For decorative purposes these holders may be painted or enameled in black, gold or silver, or any other color, depending upon taste and upon the articles whose price the holder is to mark.—Charles A. Weber, Jr.

Simmen finds it easy to get free advertising for his store

1NDIANA DEALER WITH A LIVE-WIRE NEWS SENSE
GETS HIS STORE MENTIONED IN HIS LOCAL NEWSPAPER WITH GREAT REGULARITY

ALTER SIMMEN is a hardware dealer in Columbus, Indiana, and a successful dealer with a good lucrative trade. If Simmen should ever go broke in the hardware business, however, he could very probably get a job as a newspaper reporter or as a press agent—and make good at it. For he has the ability to get the news of a situation in such a way that newspapers want to publish it.

Has a nose for news

Simmen is cashing in regularly on that news sense, and he is making it pay him in hardware sales. There is no other merchant in the town of Columbus, or probably in most other towns, who gets his name into print as often as he does. He is always on the lookout for some interesting item that his local newspapers will want to print-and when they do print it. Simmen gets himself and his hardware store in a part of the newspaper that it would be impossible to buy space inand he gets it in for nothing.

Just how well Simmen handles his campaign is evidenced by the frequency with which he gets his name and his store mentioned in the Columbus newspapers and by the fact that

many of the news stories refer to him by his first name.

Newspapers usually fight shy of stories which mention business men and their businesses -but when there is news in the item they have to print it, and Simmen manages to get news into every story he gives to the local newspapers. For example, when people start buying snow shovels in mid-summer other people are interested-and the newspaper tells about it. Simmen told the editors of the papers about it; the editors found that it was true, that people were spending time and money in July to buy snow shovels for January-and there was a story. Incidentally it was necessary to mention that they were buying them because a dealer named Walter Simmen had run a special sale of them.

Arouses people's curiosity

The story was printed because people wanted to know why their neighbors were coming home in their shirt sleeves with snow shovels over their shoulders. And Simmen got some good, free advertising as a result.

During the Christmas seal sale for the tuberculosis association it was planned to scatter seals in some store window and have school children submit guesses as to the number of seals in the window. During the discussion about which store could be used, it developed that Simmen had, some time before, told the county tuberculosis nurse that his store was at the disposal of the association—so the Simmen window was used and the Simmen store was mentioned in the news stories of the Christmas seal sales. After the announcement appeared, a local jeweler offered a fountain pen as a first prize, and Simmen came back with an offer of a

pocket-knife and embroidery scissors as additional prizes. More space for the press-agentdealer.

Newspapers always print stories about church bazaars, socials, and other events given for charitable purposes, and Simmen is always first on the ground with offers of aid. As a result his name is mentioned in almost every news story about them.

He developed another idea recently which gave him a favorable position on the front page. He had been running a sale of

(CONTINUED ON PAGE 66)



A few newspaper clippings that gave Simmen's store fine publicity



INSINCERE

Minister (to deacon) Then you don't think I practise what I

preach, eh?

<u>:</u>

Deacon: No, sir, I don't. You've been preachin' on the subject of resignation for two years, an' you haven't resigned

NOBODY

It was a dark night, and the owner of the chicken coop, gun in hand, was investigating suspicious noises he had heard.

"Who's in there?" he called. Erastus, inside, replied softly and assuringly: "There ain't nobody heah 'cept us chickens."

The hardware man must not only have iron in his store, but iron in his blood.

CLOSE SHAVE

Hy Martin came in for a razor recently. (Me and Hy are old friends.) I brought out a big scythe and says: "Here you are, Mister!" He got mad as a cat covered with cockle buttons, handed me a piece of his mind and walked out on his ear. But he'll be back in a day or two. (One thing about Hy—he can't stay mad long.)

Hy, you know, was the feller who was standin' in the barnyard holding up a scythe. A

razor-back pig figured that 'tween Hy's bow legs was the shortest route from one point to another. Piggy tried out his bright idea and knocked Hy off his pins. The scythe grazed one side of Hy's face as he fell.

Since this episode, folks kid Hy about the razor-back pig giving

him a close shave.

WORKS WONDERS

"Has your dog a pedigree?" "No. He's had nothing of that sort since I began using a new kind of soap on him."

WON'T GO

A negro called upon an old friend, who received him in a rocking chair. The visitor observed not only that his host did not rise, but that he continued to rock himself to and fro in a most curious way.

"Yo' ain't sick, is yo', Harrison?" asked the caller, anxiously. "No, I ain't sick, Mose," said

Harrison.

There was a moment's silence, during which the caller gazed

wide-eyed at the rocking figure.
"Den," continued Mose, "why
does yo' rock yo'self dat way
all de time?"

Harrison explained:— "Yo' know Bill Blott? he sold me a silver watch cheap, an' if I stops moving like dis, dat watch don't go!"

Digitized by GOOGLE

JUSTIFIED

Young Mother: Horrors! Here's an account in the paper of a woman who sold her baby for a quarter!

Young Father (wearily): May-

be it was teething.

WILLINGLY

Mother: Now, Bobby, don't let me speak to you again!

Bobby: How can I prevent

you, mamma?

UNAFRAID

"Don't be afraid of the bacon, Mr. Jenkins," said the landlady to the new boarder.

"Not at all, ma'am. I've seen a piece twice as large and it didn't frighten me a bit."

If some men had applied themselves to their work they wouldn't now be applying for jobs.

NO HARM

The two Irishmen were dis-

cussing their families.
"I've a fine healthy boy," boasted Pat, "and the neighbors say he's the picture of me.

Pat was no beauty and Tim looked him over long and care-

fully before he replied:
"Ah, well, what's the harm so long as the lad's healthy?"

LATE

Helen was showing off her new evening dress. "Don't you think it becoming?" she asked.

Her young brother eyed it doubtfully. "It may be coming, but some of it seems late in arriving," he said.

TOO LATE

Mother: Don't you know that the great King Solomon said: "Spare the rod and spoil the child"?

Bobbie: Yes, but he didn't say it till he was growed up!



Joe Squirrel: "That's the first nut I haven't been able to crack."

PIES AND BATHS

Kind Young Lady: Shall we make mud pies?

Small Boy: No; mud pies gets ye all dirty, an' first thing ye know somebody springs a bath on ye.

BOTH WET

Mr.: There wasn't a dry eye at the banquet last night.

Mrs. (snappily): Nor a dry throat, either, judging from the condition you came home in!

EXPLAINED

Mrs. Youngbride: Our cook says those eggs you sent yester-

day were quite old.

Farmer: Very sorry, ma'am.
They were the best we could get. You see, all the young chickens have been killed off, so the old hens are the only ones left to do the layin'.

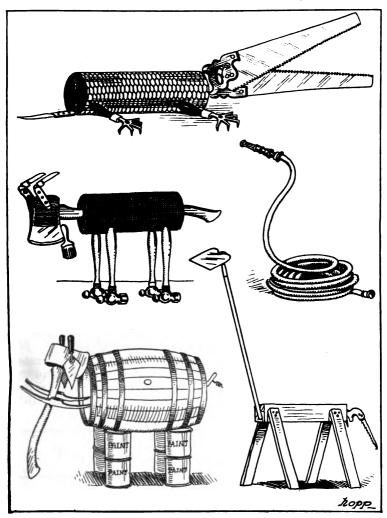
TAKE IT BACK

"Ma'am, here's a man at the door with a parcel for you."
"What is it, Bridget?"

"It's a fish, ma'am, and it's marked C.O.D."

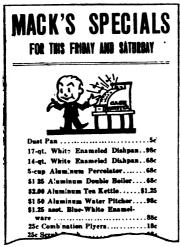
"Then tell him to take it straight back. I ordered trout."

GOOD HARDWARE'S ZOO



SEND IN A HARDWARE ANIMAL

GOOD HARDWARE is running its own Zoo. The animals pictured above are the first of its collection. For every additional hardware animal sent in and accepted we will pay \$2 in cash. You don't have to be an artist. If you can't draw just send in a rough sketch with a short description and GOOD HARDWARE will make the drawing. There are hundreds of other animals besides those pictured here—and each one accepted means \$2 to the person who sends it in.



Feople look forward to receiving the postal cards which tell about Mack's specials

McNeal uses a slogan to announce specials

With many other dealers offering weekly specials in items calculated to attract the thrifty housewife, Merritt A. McNeal, whose store, in Watson, Mo., is doing a volume beyond the logical mark for a town of its size, adopted a method that gives a different impression and always ties up his offerings with his store.

Now each group of specials, advertised by mail, newspaper or bulletin, is listed as MACK'S SPECIALS.

It is a small thing to insert this slogan in the advertisement, McNeal said, but it has more force than merely a signature.

Owning an addressing outfit, McNeal finds that Government postal cards are an economical and effective medium for carrying the "Mack's Specials" message to his customers. He does not have to pay for the paper stock, folding, or enclosing.

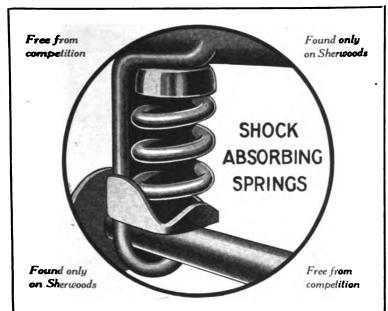
Puts a "please" sign on his statements

In a small mid-western town, a hardware merchant found it necessary to go away from his store for a period of time and on his return he learned that accounts due him had grown to several thousand dollars. immediately sent out statements to these customers. Although some money was received, there was not enough to meet the immediate demands of the store. As most of these customers lived some distance away, it was not practical to send a collector to call on each one.

Then he conceived a plan which proved very effective in bringing in the money. He made out another set of statements and ordered a quantity of small, colored slips at the printing office, carrying this plea in large black type:

PLEASE

One of these slips was attached to the face of each statement sent out. The response was immediate and in less than two weeks nearly all of the accounts were paid. The new angle of approach seemed to appeal to the customers in a friendly yet effective manner, and now he has adopted this little idea as a regular policy.

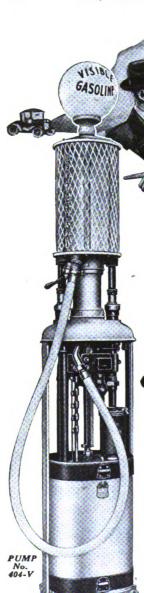


HEREIS THE ONLY

coil spring shock absorber obtainable in the big coaster wagon field. It's an exclusive Sherwood feature and one of the outstanding advantages for sales offered by the line. The kid wants the automobile sameness in his coaster wagon. Sherwood Spring Coasters are built to meet his ideas. They compete in price but excel in quality all the way through.

SHERWOOD BROS. MFG. CO. CANASTOTA, N. Y

SHERWOOD SPRING COASTER WAGONS



CONTAINERS

Either five or ten gallon visible containers for other makes of pumps furnished complete with full instructions for attaching.

Why not 10 Gallons Instead of Five?

It's just as easy to sell ten with this 10 Gallon American Visible Pumpand your SALES and PROFITS are both increased. And it SAVES your customer ANOTHER STOP.

American Tylisible Curb Pump

The 10 gallon pump has all of those desirable features and superior qualities that have made the American Visible the leader among visible pumps.

Its action is positive and quick—it is hand operated, absolutely safe—no danger from breakage, fire or explosion. All the gasoline is filtered, and an accurate meter, furnished without extra charge, registers all gasoline pumped into container.

Write us for full information and our VERY REASON-ABLE prices.

The American Oil Pump & Tank Co.

1151 Findlay St., Cincinnati, O.



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Marie Control

American Visible Lubricating Outfits Serves clean oil quickly. Pump forces oil into me a sure—no dripping—no waiting for gravity flow. Holds three grades of oil—mounted on casters to roll in and out of gange. Convenient, attractive and more than doubles the sales of oil.

What is responsible for high distribution cost?

(CONTINUED FROM PAGE 16)

Too often the retailer overbuys for the sake of a quantity discount. An extra discount is not necessarily an extra profit. This is an important fact. Don't forget that it costs 10c a year to carry a dollar's worth of surplus stock. "Free deals" are often the cause of overbuying. Very few things in this world are really free, and the "free deal" is generally bait to ensnare overbuying. Don't load up for the sake of a discount or a "free deal."

Too big a variety is often a cause of slow turnover. Variety may be the "Spice of Life," but it is certainly not the road to profit. The simplifying of various hardware lines, and the elimination of unnecessary or duplicating sizes, styles, patterns and varieties is the remedy. The National Retail Hardware Dealers' Association and the United States Department of Commerce, have been splendid work along this line. Some lines, such as dry cells, pipe paints, fittings, pocket knives, etc., have already been simplified, and a large number of varieties eliminated.

Too big a variety

There are various committees of manufacturers at work studying the possibilities of elimination, and the coming months will, no doubt, have interesting developments. Many manufacturers are alive to this

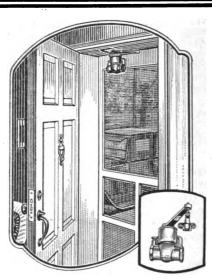
situation, and if they are reinforced by both pressure and cooperation from the retailers, a large number of varieties will be But the dealer will cut out. still have to guard against paralleling lines and brands, and against buying the same lines from several different manufac-This problem careful study from all factors of the industry. Simplification will be a big factor in increasing turnover, and thereby in bringing down the overhead cost.

Consumer must help

The consumer also has a responsibility in this problem. If he is going to continue to demand a lot of service, frills and fancies, of course, the cost must be paid. But he must be educated. He must be shown that excessive varieties and services cost a lot of money, and if he is interested in lower costs, he must lend his cooperation. He must demand less.

How dealer increases his popularity

An Indiana dealer who has been running his store in one location for so many years that it has become a neighborhood institution, always makes it a point to observe funerals in his vicinity. Whenever one passes he closes his doors and draws the blinds as a sign of respect for the dead. This custom, followed over a number of years, has done much to increase his popularity in the neighborhood.



This ScreenDoor Closed Without a Slam

But screen doors are slamming right and left in the homes of your neighborhood—only waiting for you, in many instances perhaps, to provide the Sargent "520" Door Closer. Your customers know the Sargent because we've been telling them about it in the foremost magazines. We've shown them how it quiets the noisy screen door and keeps many other important doors lightly closed inside the home.

Sargent "520" Door Closers

are quickly put up and a diagram with every closer explains its easy application to any door. Now that screen door time is here, make a drive for this business. Show each customer the Sargent "520." Explain that it has all of the stick-to-it-iveness of the larger Sargent Door Closers seen in offices and public buildings and that it is a very desirable accessory to any well-appointed home.

Write for particulars.

SARGENT & COMPANY

New Haven, Conn.
New York Chicago





Kidder gives service with a vengeance

(CONTINUED FROM PAGE 20) some tools to do the work, including an expensive with which to put in eyelets for the cords at the bottom of each shade.

"The punch was so handy a tool that I bought one; the shades were such good value that I listened to his suggestions for new door-knobs, locks, hinges and other hardware, and finally bought a sizeable bill.

"One day Kidder phoned me. He said, 'I suppose you're going to paint your house. Just a bit of advice from an old resident: wait until the blossoms from your apple trees and the leaf pods from the elms and maples have fallen. If you don't, they'll stick to the fresh paint. black flies come for a week about May 5th. We usually have rain for the week of May 10th. After that, shoot!'

"That was good of him. Not a word about selling me paint.

"A contractor had tried to sign me up to do the work from April 15th to May 15th.

The result

"The result was that I bought all my paints, oil, putty, glass, varnish, shellac and brushes from Kidder, and had the work done by the day."

An estimable lady near Northfield was suddenly widowed. Kidder officiated at the funeral. His difficult task was performed with the usual satisfaction to the bereaved.

He noticed she had a great

deal of good antique furniture. On his memoranda book were many "wants" for just such pieces. He was in a position to be of service to the widow and several customers as well.

He bought numerous pieces for spot cash. Then, he invited his customers, who he knew were interested, to see his purchases. He quoted prices both on the pieces as they were and also repaired and refinished. He sold some both ways, selling all the pieces in a few days. Most of them were sold to be put in shape by the purchaser.

Directs his customers

Kidder explained to the buyers just how each operation of repair and refinishing should be accomplished. Then he sold the purchasers shellac, varnish, stain, mineral wool, sand paper, brushes, tools; in some cases, veneer, handles, knobs, screws, castors, and so on.

His profit was satisfactory, and he had cemented some business friendships. A man went to Kidder's garage to have a tire out on his car. He did so only because he had hurt his hand fastening the swinging doors of his own private garage.

Kidder showed him his own sliding door in three sections. A few well-chosen words, track, hangers, and the rest of the outfit were sold. Then Kidder suggested a method by which the lumber of the old swinging doors could be used. The man was really grateful.

Kidder went to the man's place a few days later to see that the doors were being hung

correctly, and incidentally sold him paint for the garage, brackets for shelves and tire racks, and hardware for a work bench.

The work bench was a good salesman, too. It soon sold for Kidder a lot of tools.

It would be interesting to take a census of the number of tool boxes owned in private homes in Kidder's territory, and the number of women and children who have learned to use, with passable skill, at least, and in many instances some degree of expertness, the saw, chisel, plane, hammer, brace and bit, punch and ordinary tools.

Kidder is always preaching, "make the little repair before you have to hire someone to make a big one," and so he sells tools.

He shows them how

If he has the slightest suspicion that a person doesn't know exactly how to use a certain tool to best advantage, he explains how it should be done, in a way anyone can understand and no one will forget. He'll take you right into his shop and show you, if you'll let him.

He will seldom sell you a pound of nails, a package of tacks, or a dozen screws until he knows what you want them for. Then, if he knows you've miscalculated, he'll tell you so, and why, and sell you what you ought to have. He'll probably sell you at that time or the next a dollar assortment of brads, nails, staples, and screws, thus combining four or a dozen ultimate probable purchases into one, to his benefit and yours.

Eliminate the waste in handling oils

(CONTINUED FROM PAGE 42)

nerves. Here again the improved paint oil system steps in to eliminate worry. These systems are furnished with small bottle fillers, resembling an empty rifle shell with the base sawed off. By merely inserting this into the bottle neck and then holding it under the nozzle of the pump, the desired oil is sold without fuss or waste. If the bottle holds slightly more than a quart, the automatic price slip shows the exact value.

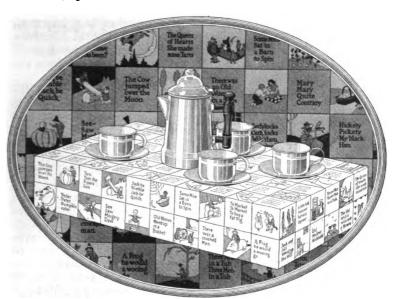
These systems are also equipped with a return drain, so that any oil spilled over returns to the tank. They are practically fire-proof. Each tank is equipped with a gauge to show the amount of oil on hand at all times and numerous other conveniences are to be found on the various makes of equipment.

These systems change the handling of paint oils from a messy, undesirable, unprofitable, unsightly thing into a clean, profitable business which is as easily handled as any other line.

This dealer thanks his trade

Over the door of the Annandale Hardware Store, in a central district of Los Angeles, is this sign for the customers to read as they leave the store: WE APPRECIATE YOUR PATRONAGE

These are the little things that help to bring customers and their trade back again. 1



Nursery Rhyme Toy Sets - Order Them Now

Don't take chances with your order for Nursery Rhyme Toy Sets, the quality aluminum toys. Order NOW! Last year we couldn't begin to fill the demand.

Above is one of the newest sets—a tremendous seller already. The "Perky Little Percolator" is a toy plus. It's a practical coffee-maker too.

A dozen other sets—big and little—give you a price range to suit every customer. All sets are packed in the copyrighted Nursery Rhyme boxes, irresistibly attractive with bright colors and amusing pictures.

The boxes have to be fine to match the sturdy quality which the makers of VIKO, The Popular Aluminum, put into the miniature pots and kettles and dishes.

Order TODAY, not only for the Holidays but for all the year. Nursery Rhyme Sets sell twelve months out of twelve.

Ask your jobber

Aluminum Goods Manufacturing Company Makers of Everything in Aluminum General Offices Manitowoc, Wis., U. S. A.

The Popular Aluminum

Is it good business to price goods in windows?

(CONTINUED FROM PAGE 31) way to make Christmas price tickets is to paste Christmas seals on plain cards.

More novel effects may be obtained to make price tickets tie up with the theme of the display or the season of the year. Tiny firecrackers, tied or glued to cards, have been used in Fourth of July displays. Tickets for a baseball display can be made of white cardboard discs with the stitches of a baseball marked on them in black and red ink. One dealer used price tickets cut out of black cardboard in a silhouette of a hunting dog for a gun and ammunition display. Prices were marked on them in white ink. In the same way a card shaped like a fish will do for a fishing tackle display, a turkey for a Thanksgiving display and a birthday cake with candles for an anniversary sale.

Washable price tickets of celluloid or painted cardboard are now obtainable. These cards can be used many times, because the prices on them are easily washed off and others are marked on in their place.

Many display men have sets of tickets with prices already printed on them. These are kept in compartments in trays and boxes and are selected as they are needed. This scheme works well where prices are standard and where there are few odd prices like, for example, \$1.93. However, there is always a lot of work sorting out the cards

and getting them back into their proper compartments. Besides, frequent handling soon soils such cards and makes them unfit for use.

A better plan is for the display man to perfect his skill in the use of the lettering pen and to make his cards as they are needed when the display is being made. This does not take much time and insures fresh, clean price cards at all times.

The average display does not take more than 25 or 30 price tickets and these can be made quickly. Of course, there may be a showing of small tools or cutlery or some similar line which will take from 50 to 75 tickets. In a display of this kind, however, it is often possible to make what might be called a group price ticket covering a number of items. This is, in reality, a small show card which features the price or a range of prices.

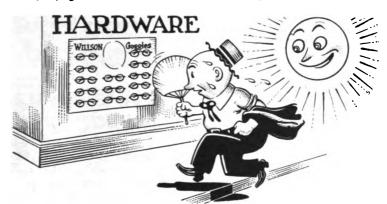
Such small cards are often used to feature price more prominently than usual and to carry a message of quality too.

Ticket arrangement

Much of the effectiveness of a display depends on the quality of its price tickets and the way they are arranged. A window of quality articles such as electric percolators or similar merchandise, needs better treatment than to be priced with tickets made of pieces of cheap cardboard marked with a blue pencil or watery ink.

Plenty of time and thought can be used in preparing price tickets and care should also be

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Time To Sell MORE GOGGLES!

The time to sell colored goggles is anytime. But the best time is when the sun shines, the wind blows, the dust flies or the snow glares. Everybody needs them in vacation time. Colored goggles are indispensable at seashore or mountains, automobile trips, railroad trips, ocean voyages, or wherever eyes need them.

Put a display card of Willson Goggles on the counter near the front of your store, and another in the window. They sell on sight.

Order through your jobber. If he can not supply you, we will send you the name of one who can.

WILLSON GOGGLES, INC., Reading, Pa.



used in placing them in the window properly. An article is often placed on the smooth floor of a show window and the price ticket is placed in front of it and leaning against it. Tickets so placed usually remain in position until the window is completely trimmed and the display man has had an opportunity to step out on the sidewalk and look it over. Then he discovers that the vibration of heavy vehicles caused the ticket to slide down.

Greater effectiveness

This display man quickly learns to take advantage of the texture, inequalities and materials of merchandise displayed in order to place a window price ticket on it rapidly and securely. Handles of tools and other similar articles of wood are not injured if a ticket is fastened to them with a small tack.

Suitable cracks or crevices will often furnish a place to hold a card securely. An article can often be adjusted to hold a card. The jaws of a vise or a monkey wrench are illustrations.

The hardware display man can learn much from the experience of those in other lines of the use of pins for holding price tickets. Pins take the place of tacks in many cases and they can often be used for hooks to hang tickets on and for easels to stand them on. Dressmakers' steel pins are the best to use because they are not so easily bent.

All sorts of stands or easels for price tickets have been made of sheet metal, wire or wood. A few of these will come in handy for holding the larger price tickets and for small cards. The display man can easily make easels of this kind out of blocks of hard wood with slanting slots cut in the top.

The price ticket is a mighty small and inconspicuous thing, but it is one of the most important accessories for your window display. If you have been priding yourself on the speed with which you can make an attractive window display, and have left out prices in order to save time, or because you believed they did not matter, ask yourself this question, "Wouldn't it be better to make fewer displays and make them more effective?"

Give the price ticket a fair trial in your next displays, and you'll find it is a wonderful stimulant for sagging sales.

Display during night sells many lanterns

In getting up a window display of lanterns, a hardware dealer in Connersville, Indiana. added a great deal to the effectiveness of his display by utilizing a couple of electric light outfits, such as are used on Christmas trees. These lights and the lights which he placed within the lanterns displayed burned all through the night.

The display attracted a good deal of attention, especially that of the farmers who were bringing their milk to town early in the morning; and it proved to be one of the most effective selling windows the dealer had used.

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Everybody is 20^c Golf buying this Ball

The Improved 1923 "Yearner" Practice Golf Ball

Perfectly Centered
True Flight—NO CUT

Golf players are buying the improved 1923 "Wearever" Practice Golf Ball. For his 20c the golfer receives in the "Wearever" a perfectly centered and balanced, standard weight and size ball guaranteed NOT TO CUT with either iron or wood clubs.

The "Wearever" Practice Golf Ball scored a tremendous success when it came out last year and this year's "Wearever" is making an even greater hit because it is a decidedly better ball in every way. It drives well, giving good distance in both flight and run. When any of the iron clubs are used, most players find the "Wearever" fully equal to a regulation ball. On the greens, the true action and balance of "Wearever" make it most satisfactory for accurate putting.

The leading golf magazines are carrying advertising on this "Wearever" Practice Golf Ball. Prominent golf editors are praising it in their columns, Golfers who have tried it are telling their friends about this ball which lowers the price of golf and shortens the time wasted in looking for "lost balls."

QUICK ACTION IS ADVISABLE—The golfing season is wide open. Dealers in golfing supplies all over the country are making money on "Wearever" Practice Golf Balls. Write today without fail for full particulars or, better still, send in your initial order which will be filled to your entire satisfaction.

FAULTLESS SPONGE TENNIS BALL—Another splendid profit-maker for you. It is a fine lively ball for fast and accurate play. Official size and weight and SPONGE RUBBER CLEAN THROUGH. Has a snappy, full-of-life bounce, remains true in shape and stands up splendidly under hard play. WILL NOT DEFLATE and will not become lifeless. Retails for 25c.

Write today for further details. If requested to do so we will gladly forward Faultless Illustrated Price List No. 123, the most complete price list ever issued on play balls, toy balloons and rubber toys.



Wearever

appears in red on every on of the improved 1923 "Wear



WILL NOT CUT

The improved "Wearever"
Practice Golf Ball is guaranteed NOT TO CUT. Every
golfer will be interested in
this point.

The Faultless Rubber Co.

56 Rubber St., Ashland, Ohio, U. S. A.

Your part in taking dead weight out of paints

(CONTINUED FROM PAGE 27)

paints to twelve colors, other specialties in proportion. Business actually increased, and turnover and profits doubled." All factors should work together and put this program over permanently. Dealers hold the whip hand. They are responsible for its failure or success.

Practically all manufacturers are in on the simplification program. Their lines will soon be simplified. Now, just a word of warning: every dealer should be on the lookout for manufacturing concerns who are not going to simplify their lines. They will probably come around with such silly prattle as follows: "We believe in service. We are going to give our trade what it demands. Our trade wants soand-so. We are going to make as many colors and sizes as we want. We are not going to let a lot of big manufacturers dictate to us." Just as soon as you hear talk of this kind, make up your mind to go slow in buying.

Such a concern is probably trying to get an advantage out of the simplification measures that have been adopted by the honest factors of the industry. Don't let them get away with it. Such an attitude may be sufficient cause for doubt as to a concern's sincerity and interest in your welfare.

But simplification must not stop with the manufacturer. The retailer must clean house too. The merchant with a whole array of different brands of paint and varnish on his shelves will gain little unless he cleans out the superfluous brands. Too many brands eat up the profits—so get rid of them and stick to one good, well-known brand in each major product or class. Hold a bargain sale of your superfluous brands before the season is too far along.

The simplification of paint and varnish line is no small accomplishment. It has taken courage and foresight on the part of manufacturers. intelligently administered by the retailer it will put more pleasure and profit in the paint department. Ultimately, it ought to make for lower paint distributing costs. The hardware business is sadly in need of lower costs and the elimination of wastes. Many other hardware lines should be simplified. Some are now under consideration and progress is being made. The dealer can do much to help the work along by whole-hearted cooperation.

Little things that please customers

One of the pleasing habits of the late R. H. Davis, pioneer hardware man in the Highland Park district of Los Angeles, was his manner of greeting customers. Invariably he called the man at his counter, "Neighbor." If he knew the man, so much the better; if the man was a stranger to him, the greeting helped to win the man.

The "COMFORT" Iron

The quickest selling Iron on the market. Makes ironing a real pleasure. Does all the real work. Nationally advertised—national in demand.

The Comfort Iron uses gasoline, which it vaporizes. Burns 93% air, 7% fuel vapor. Capacity of fount is ¾ of pint—one filling lasts five full hours. Only 30 seconds required to make ready for ironing. 18½ square inches of ironing surface. Weight, 6 pounds.



"Both Ends are Front Ends"

It is beautifully finished, heavily nickeled, scientifically constructed. Both ends are front ends. Irons back and forth without creasing or wrinkling. Over 150,000 sold last year.

"NULITE" Lantern



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"A Match—A Scratch—and it's LIT"

It stands today the highest development in a portable outdoor light. Absolutely wind and storm proof and absolutely safe, dependable, and reliable. Ideal for farmers, ranchers, milkmen, night-watchmen, planters, gardeners, campers, hunters, shows, carnivals and Summer resorts. It generates and burns its own gas from common gasoline. No torch or alcohol needed. Simply lights with a match! Produces 400 candle power, equal to 20 ordinary wick lanterns. Burns continuously for 13 hours from one quart of gasoline, and costs less than a cent a night for 3 hours' burning.

ASK YOUR JOBBER TO SUPPLY YOU

Get in connection with your jobber at once for these ready sellers. They are profit makers. If your jobber cannot supply you, write us at once for price, circular, etc.

National Stamping & Electric Works
3212 W. Lake St., Chicago, Ill.

Simmen gets advertising free for his store

(CONTINUED FROM PAGE 48) pocket-knives, which he had advertised in only one newspaper. A few days later he wrote to the paper praising it as advertising medium. course the letter was printed because it helped to tell other merchants in town what advertising in that newspaper would for them. That letter brought an order from a man in a remote part of the state, and Simmen sent this man's letter and the original order to the newspaper. That was printed too, because it emphasized the value of the newspaper for any merchant's advertising.

that brought more free space to Simmen.

Never puts over a fake

Editors are continually on their guard against giving free space to anyone, but in Simmen's case they seem to be unable to avoid it. He knows news and he never tries to put over fakes on the evitor. handles his news items carefully and cleverly, and he sends them to the editor even when there is no possibility of getting his own store mentioned. When it is mentioned it is only a detail in the story. It is not offensive and it gets in some good licks for Simmen. realizes this, and realizes on it, as well.

"Little Joe" builds a \$75,000 side line

(CONTINUED FROM PAGE 24)

nouncement in several English saddlery harness and papers, telling of his purchase and of the price he had paid. As was to be expected, a number of other English firms wrote in quoting cheaper prices. He returned to the United States to make preparations for a selling campaign, and then went to England again for another month's stay. While there, he placed an order for 400 saddles, which were sold shortly after the shipment arrived in Baltimore.

The harness and saddlery department is on the second floor, and under the personal supervision of "Little Joe" Wiesenfeld himself. As he knows the subject thoroughly, horsemen often call upon him for advice. And he can tell them anything they want to know about it.

Getting a mailing list

In order to develop his trade, Mr. Wiesenfeld got in touch with the several horse clubs in Baltimore, securing from them lists of other clubs. His list of prospects now consists of 15.-000 names. He sends each his catalog, a 24-page affair, which gives full descriptions prices. The last page is devoted to an index. From England Mr. Wiesenfeld imported a number of hunting paintings prints, reproductions which he uses in his advertisements. He has given his merchandise a trade name which he features. He calls attention to other sporting goods in his store in addition to the saddles.

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The Saturday Evening Post and other wide-read magazines will carry these Contest Ads—

> SOUTH BEND 2000.00

American American Field Florida Grower Forest & Stream tific Angler Forest & Angler Eagles Magazine Association Men Association Manual Fisherman Mechanics ortsman's Digest

Get This Contest Book

BAIT CO.

DEALERS the country over are behind this contest. It's the biggest tackle sales stimulant ever de-vised. There's \$500.00 in dealers' prizes.

40 Ads in 40 Magazines

Magazines
Scientific American
American Magazine
National Sportsman
Youth's Companion
Science & Invention
Michigan Sportsman
MacLean's of Canada
Western Out-of-Doorsnan
Rod and Gun in Canada
Isaac Walton Monthly
Saturday Evening Post
Hunter-Trader-Tragper
Popular Science Monthly
American Legion Weekly
Fur News & Outdoor World

If you haven't your dealer contest supplies—WRITE US. We'll send full information and literature, window posters, etc., also the plan of our \$500.00 Dealer Contest. WRITE TODAY! Get behind this contest!

SOUTH BEND 935 High Street South Bend, Ind.

Crowds follow lights in hardware buying

(CONTINUED FROM PAGE 40) directing the maximum of light, as shown by the arrows, to the top of the counter case where the goods are shown to the customer.

At the same time the glass enclosing globe luminaires, as used in this store, transmit some light to the ceiling and walls, which in turn reflect same to the counter and wall cases. adding to the amount coming direct. However, the amount of light reflected by the ceiling and walls depends upon their color. In other words, light colors reflect a goodly amount; whereas, dark colors have the reverse effect. Therefore, it pays to finish the ceiling and walls in light colors.

The amount of illumination required for hardware stores depends to a certain extent upon the location of the store. The amount this kind of store requires is from 4 to 8 footcandles. The value of 4 footcandles is satisfactory in a small store in a residential district. However, if the store is on a main street or in a business district near other stores, values up to 8 foot-candles and higher should be used.

What are foot candles?

The intensity or value of illumination is measured in "footcandles" much as rain fall is measured in inches. When you wish to know the illumination falling upon any surface, you record or gauge it by measure-

ments with a light measuring instrument. One foot-candle is the amount of illumination produced upon a surface one foot distant from any perpendicular to the rays coming from a one-candle power source of light. In order that this may be more easily understood, the illumination produced on a wall by an ordinary safety match held six inches from that surface, would be approximately one-foot candle in power.

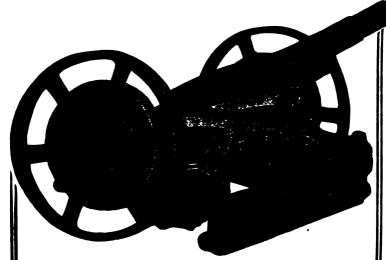
Where there is more area to be illuminated, it is necessary to have more powerful light sources, such as electric lamps that will produce a higher intensity than an ordinary safety match or tallow candle.

What size lamps?

The value of 4 to 8 footcandles, recommended for the lighting of retail hardware stores, was determined by lighting engineers through surveys, tests and experiences in the lighting of hardware and other retail stores in various cities throughout the country.

A simple way to determine the size of the lamps to use, is first to find the floor area of the store in square feet. Multiply that figure by one watt (per square foot) to obtain an illumination of 4 foot-candles and by 2 watts to obtain 8 foot-candles. For example, take a store 20 feet wide by 40 feet long with a 10-foot ceiling height. A store of this size would require two rows of outlets, each row spaced 5 feet from the side walls and the outlets should be 10 feet apart. This would give eight outlets or lu-

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Thick Grass Thin Grass Blue Grass

it's all the same to a Coldwell

Coldwell Lawn Mowers cut every sort of grass, for they are sold and used wherever grass grows in this world of ours.

They are easily and quickly adjusted to cut thin or thick grass, either high or low, and what is more, they remain adjusted under all "Road Conditions."

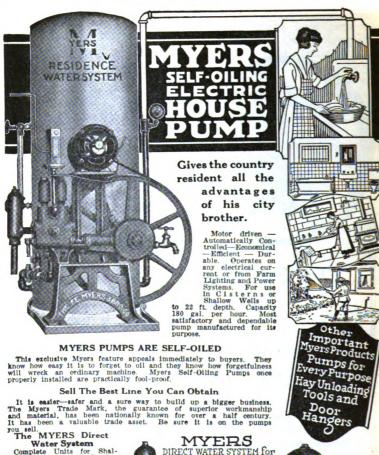
The Blades are made of finest tempered crucible steel, sharpened to a fine cutting edge with emery and oil.

Before a Coldwell Lawn Mower is boxed and in the hands of the Traffic Department, we know that it is absolutely O. K., ready to make beautiful lawns and to cut every grass that grows.

COLDWELL LAWN MOWER CO. NEWBURGH, N.Y., U.S.A.

Hand, Horse, Motor and Gang Mowers

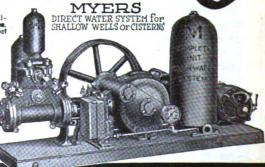
"COLDWELL-The Logical Lawn Mowers to Sell."



Water System
Complete Units for Shallow or Deep Well Service.
Provides fresh water direct
from the well or cistern
to the faucets. Sufficient capacity to supply
a Gem Nozzle for lawn
sprinkling. The fastest
selling pumps in the entire Myers line.

A postcard will bring information to you that will mean hundreds of extra dollars this year. Send it NOW.





THE F.E.MYERS & BRO.CO, Ashland, Ohio
— ASHLAND PUMP AND HAY TOOL WORKS—

The state of the s

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minaires. With a floor 40' x 20' equalling 800 square feet, and a chosen value of illumination of 4 foot-candles the size of lamp per outlet should be 800 square feet, one watt, divided by eight outlets, which equals 100 watts, or a 100 watt lamp. To obtain a value of 8 foot-candles, the size of the lamp per outlet would be 800 x 2, divided by 8 outlets.

Figure A is a view of a wide store which requires two rows of luminaires to distribute the illumination evenly on the entire area and to provide good lighting on the cases and shelves on the walls, as well as on the counter cases and floors.

In this particular store the floor show cases are provided with a continuous trough reflector at the upper front section as indicated by arrows. In addition to lighting the inside of the cases, it adds to the attractiveness of the store.

Window lighting

For window display lighting the best illumination results can not be obtained with the open back windows. In such windows the standard types of show window reflectors cannot be used close to the front glass and the ceiling, unless a curtain is provided on the inside, next to the reflector, to shield the light from the eyes of those in the store. If hanging lights are used for the windows, they should be suspended on the line of the above the line of vision of persons walking on the sidewalk, or looking in the windows.

Where the windows are enclosed much better lighting can be obtained by installing standard types of show window reflectors, made especially for the purpose. These reflectors, with 75, 100 and 150 watt Mazda C lamps, can be readily concealed and located on the ceiling of the window next to the front glass from which the light can be well distributed over the entire These redisplay of goods. flectors are made in shapes and sizes to suit the height and depth of windows.

In small windows of a narrow store, where the entrance to the store is in the center, with a window on each side, one or two luminaires will prove satisfactory. However, the store with the entrance to the side and one long window would require three or more lights.

Determining the size of the lamps necessary to provide the proper amount of illumination for the windows, would depend upon the location of the store. However, using three to five watts per square foot of window floor area, will produce a moderately high illumination; ten watts per square foot is a good average figure for lighting show windows.

Pile goods in back

In trimming hardware windows, goods should not be piled high between the front glass and the center of the windows, for the success of the display, from a lighting standpoint, depends upon the amount of light striking the display in the proper direction. The clearness with

which an object may be seen depends upon this principle. Therefore, in trimming a window, goods should be piled high only towards the back. Figure C shows the window lights in the proper location being concealed from the front and directing the light in the proper direction on the display, thus making it attractive and inviting.

The method of control of store lighting is important. In general, the arrangement of outlets on circuits should be so that the system can be operated in steps from the rear of the store to the front. For example, in a narrow store with one row of luminaires, each one should be controlled separately. In a wide store with two rows of luminaires, such as the store shown in Figure A, the luminaires should be controlled in pairs across the store. The window light controls should be separate from those of the store luminaires.

For protection at night, when the store is closed, a small lamp should be provided to burn all night. This should be located so that the light will be well distributed, thus eliminating any dark sections.

Dirt weakens light

The operating efficiency of the lighting system lies in the hands of the store manager. The cleanliness of all light-reflecting surfaces, such as walls and ceiling, is usually well taken care of. The lamps and luminaires themselves, on the other hand, are usually neglected. While

the show windows are cleaned several times a week, the lighting equipment itself is often untouched for months at a time. Long before the accumulation of dirt and dust is even visible the loss in light-giving efficiency may be 25% or 30%. In fact, this loss will be reached in one month in the average store.

It is, therefore, recommended that lamps and luminaires be cleaned at least once every two weeks and they should be thoroughly washed once every month. Clean warm water containing ammonia (about ½ cup of commercial ammonia to a pail of water) will be sufficient.

Keep your lamps clean

In the case of equipment that has been neglected for a considerable time, it is advisable first to wipe off the lamps and glassware with a dry rag, then to wash them with warm soapy water and then to dry them in order to remove the soap film, which would readily collect a fresh coat of dust. In exceptionally stubborn cases, glassware (without superficial coloring) may be cleaned with a solution of one ounce of nitric acid to a gallon of water.

In conclusion, it can be stated that the illumination factor in the small store, as well as in the large one, is important from so many angles, that it behooves the store owner or manager to give thorough consideration to providing and maintaining the equipment, for the character of the lighting can make the store either unattractive or appealing to the buying public.

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Here's Your Guide

The right caster for the purpose—that's what your customer wants EVEN when she hands you a caster and says, "Match this." Just show your customer the Bassick package and ask her three questions:

What kind of furniture—heavy, medium or light?

What kind of floor or floor covering?

How much do you want to pay?

The front label tells the story—no mistake as to what she needs if she explains the purpose.

The Bassick line not only gives you a variety as to use but a range in price—35c up per set—enables you to match the customer's pocket book.

Attractively packaged, fairly priced, nationally advertised—there are Bassicks for any furniture on any floor.





Bassick Casters Reg.

> THE BASSICK COMPANY Bridgeport, Conn.

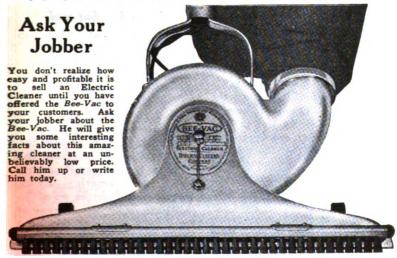
For thirty years the leading makers of high grade casters.



A CHANGE

Helping the Dealer Around the Corner

National Advertising is a wonderful sales help, as thousands of Bee-Vac dealers learned from our National Magazine Campaign last year. But we believe that Localized National Advertising is even better. So this year we are using newspapers to increase the sale of the Bee-Vac for dealers. Coming on top of the Magazine Campaign, this Newspaper Campaign has been tremendously successful. Never have the sales of the Bee-Vac—always a big and profitable seller—been so large. This shows that our Newspaper Campaign is a great help to the local dealer—the dealer just around the corner from the very people who read these ads.



The Bee-Vac Is Sold Only Through Jobbers

BIRTMAN ELECTRIC COMPANY

Dept. B-46, Lake and Desplaines Streets, CHICAGO, U. S. A.

Selling fuses helps Bill sell other goods

(CONTINUED FROM PAGE 37)
been a real wedding month for
some years now. And that
means that there are plenty of
anniversaries coming along.
Certainly do like to sell electric
appliances as anniversary prescuts..."

The boys and the tacks

"Please gimme two boxes of red ones and one box of green ones," requested a diminutive customer of Bill.

"Certainly," said Bill, reaching for the packages of colored tacks. "How is that porch seat coming along?"

"Fine!" grinned the youngster, on the way to the door.

"What's the big idea, Bill?" I asked. I had seen some other small boys buying colored tacks lately and had been meaning to inquire about the new fad.

"'S like this," explained the proprietor. "Couple of months ago Fred Handley was in here for some hose to encourage that new grass seed of his and we got to talking about boys. Fred said he wished he could find some way to amuse his kid that would keep him in one place for five minutes at a time.

"So I told him about a trick my Dad used to work on me. He'd take a piece of smooth board, say one foot wide by two or three feet long and with a pencil he'd mark out a sign on that board, like 'Barn,' 'Chieken House,' 'Wood Shed' and 'Preserve Cellar.' Then he'd give me a hammer and a box of tacks and tell me to put tacks in the outline of the letters. When I finished a sign he'd put it up on the barn, or wherever it was and then I'd get busy on the next one. I guess I must have hammered a couple of gross boxes of tacks into boards that summer.

"When I told Fred about that I suggested he could use colored tacks, too, and make designs on the sides of rustic settees and swings and summer houses and things like that.

"He tried it out for a while and his boy showed his friends and first thing you know the idea was getting over. All the kids are playing with colored tacks now. Harmless enough. isn't it?"

Not tacks—but tools

"Sure," I agreed. "And you must sell quite a few tacks."

"Gee," said Bill, "you certainly would have made a wonderful hardware man! Tacks! The profit on that idea comes from hammers to knock 'em in with, planes to smooth the wood off, saws to make more pieces of wood, T-squares to lay out designs, and rulers, pencils, design books, sign-lettering books, screweyes and picture wire."

"Much obliged," I assured him. "I'll remember that next time I need a fuse!"

Two miles a day

The average housewife walks two miles a day preparing three meals in her own kitchen, according to statistics compiled for a conference of vocational workers of the South. Pedometers attached to students in a kitchen gave this figure.

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MORE than a Nationally Advertised Line!

More than a solidly established line of quality, backed by a splendid reputation, a \$4,000,000 organization, and national advertising, is offered by Round Oak Heating Systems.

For they are also backed by the most comprehensive, on-the-ground, selling and advertising co-operation that is rendered to dealers by any company in the industry!

The Round Oak Folks believe in working just as hard, just as intelligently, in selling for the dealer as in selling to him.

As an inquiry does not obligate, write us today!

THE BECKWITH COMPANY Dowagiac, Michigan

"Round Oak Folks"

Established 1871

ROUND OAK HEATING SYSTEMS

Also Gas, Coal and Combination Ranges



The Round Oak The Round Oak Pipeless Furnace Moistair Heating Ironbilt Furnace, economically provides moist heat in every room. quality Pipeless





lation — for those converted to the economy of the best superior quality



Sells lawn-makers full equipment

"Too many dealers who sell seeds and lawn tools feel that they have done their full duty when they have helped a customer to select the best lawn grass seed for his purpose," said a Virginia hardware dealer who has specialized in lawn equipment.

"They recommend a good balanced mixture for level spaces. deep rooting varieties for terraces, or the best kinds for shady places; some add a good fertilizer, perhaps hose reel, hose and sprinkler, or a roller, and yet the customer hasn't the one requisite for a good lawnhe needs a first class lawn mower, in addition, before he can have a beautiful lawn.

"While all the articles named are a great help to the lawnmaker, he can do without them all, except perhaps the seed, (and he could transplant sod) vet without a good mower a beautiful. well-kept practically an impossibility. The earth may be rich enough withadditional fertilizer, the rain may supply sufficient moisture, but no sickle or other cutting implement can take the place of a mower where a closecropped lawn is wanted."

This Virginian, working on this principle, tells this to his customer, and he handles and boosts a good mower in addition to his other lawn essentials.

"Given soil that is properly prepared, rolled, and sown with required care and mowed regularly, and almost anyone can have a fine velvety lawn," he "provided the mower works properly-and I impress this fact on all my customers.

"Another help in keeping a lawn in fine shape which is too often neglected," he continued, The reason "is a steel rake. that some lawns languish after a time is because weeds and runners creep in. The weeds grow too low for the mower to reach and in time they cover the ground so completely that there is little chance for air to reach the grass roots; consequently the grass is choked and dies. A good steel rake will pull out most of these creepers, open up breathing spaces and invigorate the grass.

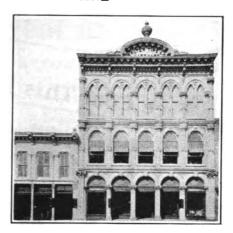
"These two articles. mower and the rake, are so necessary that I try to sell them to lawn-owners along with anything else they need for their lawns. They usually thank me for the satisfactory results they obtain."

Merchant displays a unique pin-cushion

Many people stop to glance at the rather unusual object offered for display by a Connecticut hardware dealer. the center of the window he placed a small irregular block of wood into which were driven nails of every description-long and short, thin and thick, and Accompanying it was an oblong sign which read: the right kind of seed, given the ighte Aby MAN'S PIN-CUSHION.

Do your books show a 660% sales increase?

This is the record the Walter Tips Company made with Dutch Boy White-Lead over four years.



ALL previous records of Dutch Boy White-Lead sales of the Walter Tips Company, in Austin, Texas, fell when 163,925 pounds were sold in 1922. Sales were only 21,387 pounds in 1919. They increased to 29,900 pounds in 1920 and jumped to 128,400 pounds in 1921. Then came 1922 with a further increase of 35,525 pounds over 1921.

This is only one instance of the remarkable success progressive merchants have with the rapid turn-over of Dutch Boy White-Lead.

Many merchants today have adopted the policy of stocking only



products that, like Dutch Boy White-Lead, move quick-ly across the counter. The semen are making money while others fail or just break even. They invest less capital in a single product that is always

in demand and turn their investment perhaps eight or ten times a year. They thus get eight or ten profits instead of the two or three from larger stocks of slow-moving goods.

If you invest a small amount in Dutch Boy White-Lead, you will find that you can turn it frequently throughout the year. You will find your capital constantly working and earning money for you. You will not have so much money tied up at one time. By carrying small stocks you will have more room on your shelves for other fast-moving products like Dutch Boy White-Lead.

Remember, too, that in stocking Dutch Boy White-Lead you carry an item that is nationally advertised and is known and used as a standard by painters everywhere. That is why it turns so rapidly.

Distributing centers throughout the country enable you to get quick shipment of any amount of Dutch Boy White-Lead you need. Write for dealer literature and also for Painting Helps No. 31.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State St.; Buffale, 116 Oak St.; Chicage, 900 West 18th St.; Cineinnati, 659 Freeman Ave.; Cleveland, 839 West Superior Ave.; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.; St. Louis, 722 Clestnut St.; San Francisco, 485 California St.

Dutch Boy White-Lead



Selling Heat in July

We show you how

The public gets a remarkable offer through this unique advertisement on July 21st. And Heatrola dealers get a sales plan that brings amazing results.

Last summer hundreds of dealers cashed in on the Plan while their competitors nodded over the cash register.

One store sold 27 Heatrolas. Another sold one a day for three weeks. This is not a scheme just born in some salesman's brain. It is a tried and proved out method which sold carloads of Heatrolas in July and August last year.

We have the facts and figures. Let us explain the Plan to you. It is only one of the many re-sale helps we give Heatrola dealers. You will also be interested in our Finance Plan—which turns all Heatrola sales into immediate cash.

Backed by National Advertising

Note that The Saturday Evening Post advertising—which has run straight through the life of the Heatrola—is still 'unning; 11 times in 1923.

And we have added 10 advertisements in The Country Gentleman, to broaden the market in the rural districts.

There may be an ideal opening in your community for an Exclusive Franchise on the Estate Heatrola, entitling you to the benefit of these selling methods.

A line on your letterhead will bring quick action—in time for you to benefit by the Plan next month—right away.

THE ESTATE STOVE COMPANY
HAMILTON. OHIO

Estate HEATROLA



Turn all sales into cash sales

How Gimbel's built a big accessory business

(CONTINUED FROM PAGE 11)

age hardware store at your disposal?"

He said he would, first of all, impress it upon the car owners in the community that he sells accessories. He would tell them through advertising, window displays, and the display of accessories in the store. This cannot help but attract their attention.

Then, he said, he would sell only well-known, standard products—products that give satisfaction and bring repeat business.

The dealer's chance

The hardware dealer who is not sure of the possibilities or

opportunities in auto accessories, would have his doubts removed by a visit to Gimbel's Gimbel's store. department store can draw customers from great distances, can induce them to come up to the fourth floor to buy accessories, when it has opportunity for even the slightest car service—in fact. not even for adequate parking space for customers-and can win trade in the face of garage and service station competition throughout the city.

Why, then, can't a hardware dealer with a more favorable location and in closer contact with his trade, by the same progressive methods build up an accessory business which is even greater in proportion to the number of cars in his community?

Dealer gets vote on most popular sport

A hardware store that has a big sporting goods department ran the following advertisement in the local newspaper:

"WE WANT TO OFFER A PRIZE TO LOCAL ATHLETES BUT DON'T KNOW WHAT TO OFFER IT FOR.

"Shall we offer it for the champion local tennis player? Shall we offer it to the local home run baseball king?

"Shall we offer our prize to the strongest local man? Or shall we offer it to the best local golf player?

"We want to offer the prize to the leader in the most popular local sport. And the only way that we can determine what the most popular local sport is will be by having YOU write and tell us for which sport we should offer the prize.

"Get busy now and send us a letter or postcard, signed with your name and address, telling us for what line of sports we should offer the prize; and the sport which is mentioned in the greatest number of letters will be the sport for which we'll offer the prize."

This stunt brought a lot of replies to the store and was found to be an unusually good advertising feature. It also gave the store the names of a large number of people who were greatly interested in specific sports and thus gave the store a splendid list of prospects to work on in selling more sports goods.

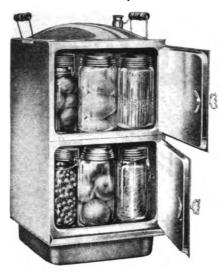
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Ten dollars without any argument—



MANY a hardwareman has told us Conservo is the surest all-year-round tendollar-getter he has in his store.

Conservo looks like ten dollars' worth—and then some. It's as good as it looks, every bit women see that offhand.

Conservo, stacked with 14 quart jars, shows every woman who sees it what big, big capacity it offers for ten dollars.

And You Can Guarantee It

absolutely, to can those 14 quarts at one time, over one burner, on any stove with any fuel—without watching. Women hear arguments like that!

But you will never hear any about the price!

How many Conservos have you got in stock this minute? You'll need more. Tell us—or tell your jobber—how many and when.

THE TOLEDO COOKER COMPANY
Toledo, Ohio

CONSERVO

Sells the whole year through



It's safe, too. Each shot occurs inside the rifle, protected by a special safety housing. That's the big feature that makes parents buy Ranger Repeating Rifles.

Stock Ranger Repeating Rifles now and see how fast they'll move off your shelves.

Packed 1 doz. in corrugated case—size 5½ x 4¾ x 30 inches. Weight, 12 pounds.

Order from your favorite Jobber

THE EDWARDS MFG. CO., 441-491 Eggleston Ave., Cincinnati, O.

BOWSER



1:

Here's that tradebringing "Post" you've been looking for—the "Post" that makes your old pump new.

Put the Bowser "Post Sentry" in front of your store — and you stop more trade to buy nails and tools, paint and oil, washing machines and other profitbringers.

Get folder A-54 at once. The big season for gasoline-buying is just here.

S.F. BOWSER & COMPANY, Inc.

Pump and Tank Headquarters

PORT WAYNE, INDIANA.

Sales and Service Offices and Representatives Everywhere

TANKS DEPENDABLE PUMPS

Say you saw it in GOOD HARDWARE





nen—The Delineator and Your Show-window. Their services cost you nothing. Yet they work even longer hours than you yourself.

The Delineator keeps right on selling goods for you after your store is locked for the night. If you could look inside the best somes in your community after supper, you would see many of your good customers reading The Delineator with its constant reminders to buy the very products that you have for sale.

Make your window do its part. The Delineator starts the sale in he home. Display merchandise hat is advertised in The Defineator. Bring these sales into your store. Attract new cusomers and new business.

Feature goods advertised in The Delineator. It pays. Vote for The Delineator whenever your opinion is asked about magazines. Vote for it because it has the biggest circulation at its price of all home magazines; because it is an influential factor in the best homes in your community; because it is the one big magazine that refuses to publish mail-order advertising.

Published by
The Butterick Publishing Company
Butterick Building, New York

Associate Publications: The Designer, Adventure, Everybody's Magazine, The Butterick Quarterlies, The Progressive Grocer





It's a simple way of getting the sacts on a live-wire washing machine proposition that is earning big dividends for progressive hardware dealers.

Get your share of the success which every Berthold dealer is enjoying. Here is not only a washer so good that service expense is negligible, but also a plan that reduces the selling effort and the selling expense to a minimum.

The merits of Berthold Washing Machines, combined with the attractiveness of the free kitchen table offer, have increased our sales 285% in six months. Indications point to a proportionate increase within the next half-year period. Make our success your success; you can do it if selling rights for your city have not already been assigned.



BERTHOLD ELECTRICAL MFG. CO.,

127-129 S. Green St., Chicago.

Gentlemen:

An electric washing machine that can be sold easily, profitably, and without later service expense sounds interesting to us. You have been claiming that you make such a washer and we are willing to let you submit proof. Therefore, without obligation on our part, send us a copy of "The Berthold Washboy's Tips for Better Business," which contains full details of a new and practical selling plan. We want full information about "the washer that sells and the plan that sells it."

Berthold Washers

Only Electric Washing Machine with a Two Yours' Written Guarantee



Hardware Stores Business Protection

How can you guard against the leaks, errors and losses which cut your profits unless you have some way of discovering them? The Sundstrand Combination Cash Register gives positive, complete business protection. It records all the facts about every transaction—cash, charge, paid out, received on account. It records the sales of several clerks and nine departments, such as paints, building material, hardware repairs, etc. Gives positive protection to your cash-drawer cannot be opened without indicating the reason. Holds all records in register, total under lock and key.

Two services—one low cost The Sundstrand is both a cash register and adding machinegives "double action" serviceat one low cost. Just a shift of the carriage changes from cash register to adding machine. Gives you the speedy Sundstrand Adding Machine checking daily sales slips and invoices, figuring inventory sheets, footing ledger, bank balances, Record of all additions and multiplications appears on the right hand tape-cash register transactions on the left hand tape. Range from 1c \$99,999.99.

Let us tell you how this "double action" service will help you stop leaks, prevent errors, reduce losses and increase profits in your store. Write for low price and full details. Address Dept. H.



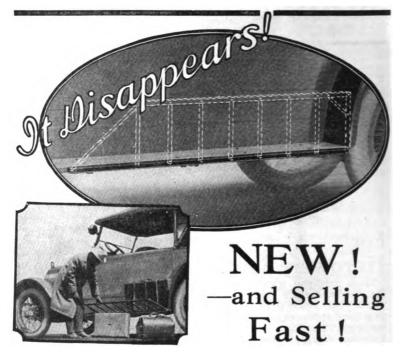
Sundstrand Adding Machine Co., Rockford, Ill., U.S.A.

Sales and Service Stations throughout the United States and Canada,





ADDING MALHINE



SHOW a customer the GRIP RACK—self-enclosed (folded invisible at edge of running board); then, open (firm, roomy, good-looking)—and he will look no further for a luggage holder.

Hundreds of dealers are re-ordering GRIP RACKS. They've found that this new idea in luggage holders has a real appeal to men who take pride in their cars. The GRIP RACK is a permanent addition to the running board—re-inforces it. Useful the year 'round—always there when needed; never loose or lost. Slots provided so that luggage may be securely strapped to the GRIP RACK, away from the body of the car.

You can sell the GRIP RACK—dozens of them. Three sizes—fits all makes of cars. Finely-made—well-advertised—well-packed (individual cartons). Retails at \$5, \$6 and \$7.

Order GRIP RACKS from your jobber. Or write us for descriptive literature and proposition.

Milwaukee Motor Products, Inc.

Milwaukee, Wisconsin

(Manufacturers of Quality Automotive Products for over 18 years)



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To Buyers of Wheel Goods

At the present time we are able to accept specifications for only a part of our line of Children's Vehicles—Velocipedes, Iron Wagons, Toy Barrows and Hand Cars.

The demand this year for the "Pioneer" line of wheel goods has been greater than ever, and although we have doubled the capacity of our factory during the past four years, it is impossible to keep up with the demand.

The complete "Pioneer" line of Juvenile Vehicles—Coaster Wagons, Scooters, Automobiles, Tot Bikes, etc.—may be bought of jobbers who are located in every section of the country.

Any retailer who has not already placed his orders for immediate and future needs in Juvenile Vehicles, would do well to communicate with us at once so we could put him into touch with his nearest jobber.

Retailers cannot place their orders any too quickly. When the jobbers' stocks are exhausted, it will be impossible to replenish them this year with "Pioneer Line" vehicles; as part of our line has already been completely sold up for 1923.

J. F. VOGEL, Pres.

THE GENDRON WHEEL CO.

722 Superior Street

Toledo, Ohio

For the Best of SAFETY

How'd you like to have a fine brand new automobile or an imported English Skootamota cycle delivered to you, all costs paid—right to your front door?

Well, then, get busy and enter this contest!

It's a cinch—no extra effort at all—you simply trim your window with Gem or Ever-Ready Safety Razors, or both, thus tying up to our great national advertising and cashing in on it—and while you're doing it, you have a mighty fine chance to win some of these big prizes!

Big stores—small stores—all stand the same chance, because we're giving these prizes for the attractiveness of the trim, and not for their size or locations.

This special Window Contest is for window dressers or merchants who dress their own windows. Nothing to do but trim your window with Gem or Ever-Ready Safety Razors. Send in a photograph and you are automatically entered in the window contest. For each photograph of each different window display that you send us, two Gem or Ever-Ready Safety Razors will be sent you FREE. These are given as payment for the photograph and not as a prize.

PRIZES!

Vindow Displays Ever-Ready RAZORS

You buy nothing—costs you nothing. We impose no tasks.

(This contest is limited to those dealers who have Gemer Ever-Ready Razors in stock, or who have ordered same at the time of the first announcement of the contest.)

These prizes are awarded as soon after September 10th, 1923, as possible.

1st, 2nd, 3rd and 4th prizes—
Four "Star" automobiles, valued at \$500 each....\$2,000
5th, 6th, 7th, 8th, 9th and 10th prizes—

Six Skootamota cycles, valued at \$250 each......\$1,500
In event of a tie, each tying contestant will receive the same prize.

ENTER NOW!

Get after these great prizes and boost your own business while you're doing it. If you have not already received window material, here's a coupon. Fill it in for attractive free window display; we send it prepaid.

AMERICAN SAFETY RAZOR CORP. Brooklyn, N. Y.

COUPON

Order for FREE Window Material Please send propaid free window display

□ Gem □ Ever-Ready or bo

Name

Address

CityState

ne above window contest prizes are part of e great \$60,000 (in motors) prize contest—ne of the greatest merchandising and sales-lping plans ever offered. Are you entered? not, write for detailed particulars.

HALL'S TEAPOTS of Secret Process Fireproof China ~



NO TWO ALIKE

OUR four dozen assortment of Hall's China Teapots gives your customers a choice of 48 different pots to buy from.

You never become over-stocked on a dragging pattern. When your stock is reduced to twenty, to ten, to five you are still free of duplication—always a choice variety for selection.

Your stock will always be uniform, however, in one thing. Every pot is craze-proof, non-absorbent fireproof china, and everyone bears the gold circle on the bottom by which American women have learned to identify the best as well as the most beautiful teapots they can buy.

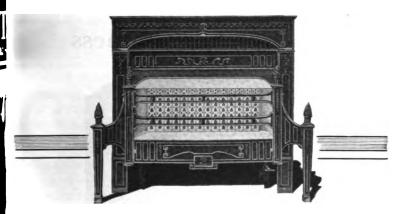
Write for full information.

HALL CHINA COMPANY

Largest Manufacturers of Fireproof Cooking China in the World
505 WALNUT STREET EAST LIVERPOOL, OHIO



PACKERS DUO-RADIANT



REAL PROFITS from Old Fireplaces

Sell your customer a new fireplace with the idea of beautifying his home. Many prospective buyers admire the Duo-Radiant—want them, but they keep on with the old grate because they do not know of the tremendous advantages of the Packer Heater.

This wonderful gas Heater with attachable frame fits all standard grate openings. Can be used as a regular radiant heater, or as a complete grate. Here is a compact arrangement that covers up the old fireplace, adds to the home a real heater of dignified design and satisfies the most exacting buyer. Made in two sizes and furnished dealers with or without the surrounding frame attachment. Write for catalog showing complete line.

The Ohio State Stove & Mfg. Co.

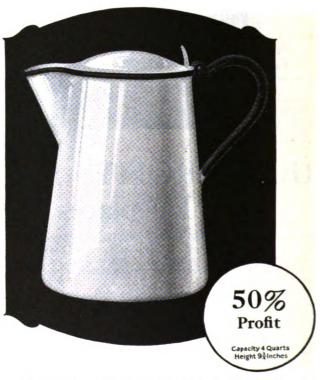
"A Heater for Every Purpose"

Main Office and Factory: Columbus, Ohio

PACKER'S

ane Address City State

Here's a **Santtox** Leader for Summer Business



It's a handy white enameled pitcher and container in one—of famous Sanitrox quality. You'll see it advertised to your customers—many of them—who will read July Good Housekeeping. Just the thing for keeping iced drinks in the refrigerator. It's one of those good margin summer specialties you can sell easily.

Write to-day for prices

COLUMBIAN ENAMELING & STAMPING CO.

Terre Haute, Ind.

Manufacturers of Sanitrox, Onyx and other high grade enameled wares.

11

The most valuable thing you sell

The most valuable quality you sell in a product is the service it gives.

These Armco Advertising Aids are free

The greater that service, the greater the satisfaction and good will of your customers. That good will means repeat orders, a constantly growing reputation, and an increasing volume of business as that good reputation spreads.

To cultivate good will you sell sound merchandise, merchandise that gives good service—such as products made of Armco Ingot Iron.

Armco Ingot Iron resists rust and hence lasts an exceptionally long time. It takes a smooth glossy coat of enamel that is beautiful and durable.



For many years the enduring qualities of Armco Ingot Iron have been nationally advertised. To help you tie up the wide reputation of this meta with your own sales efforts, we have prepared the Armco Advertising Aids.

They include a small electrotype for use in your newspaper advertising; suggested paragraphs to help prepare these advertisements; attractive window strips; and artistic show-cards.

All this material is yours for the asking. Just drop us a card and say: "Send us the Armoto Advertising Aids."

The American Rolling Mill Company, Middletown, Ohio

ARMCO INGOT IRON Resists Rust



HORTON (Original 3-cup) SUCTION WASHER No. 40

Retail price, \$160. Slightly higher in extreme East and West.

The Horton Suction Washer can honestly be called a masterpiece of design and construction. It is the ORIGINAL 3-cup suction washer. It is entirely free from danger to any fabric. Easy to keep clean and sanitary. It is built to last a lifetime.

The Horton Electric Washer No. 32 (dolly type) is the big-gest selling washer with the hardware trade. It has been on the market for many years and is sold by leading throughout the U. S. jobbers Thousands of satisfied users recom-mend it.

Established 1871

A NAME THAT SIGNIFIES **OUALITY AND SALABILITY** ALL OVER THE COUNTRY

Horton stability is the result of Horton experience. For more than fifty years the name HORTON been a positive guarantee of highest quality — durability and efficiency.

Horton products for the home laundry combine economy, convenience, durability and safety. They pay back their purchase price again and again in the many, many vears of service they render.



HORTON ELECTRIC WASHER No. 32

Retail price, \$80.00. Slightly higher in extreme East and West.

Dealers, write for further data

Horton Manufacturing Company Fort Wayne, Indiana Pioneers for Fifty Years

How Could You?



An enthusiastic advertiser in GOOD HARDWARE was telling a Doubting Thomas that a single article on the Decimal System in the January issue of GOOD HARDWARE and another in March pulled replies from more than 4300 retailers and jobbers. "Do you think that any of the other hardware publications could pull any such response?" he asked.

"Well, no," was the answer, "but how could you expect them to? GOOD HARDWARE has 45,000 circulation. One of the others has only about 22,000 and the next about 17,000."

As a matter of fact, how could you?



100% Coverage of the hardware trade

is only one feature in the success of GOOD HARDWARE. It has made good with the reader. That is the big thing. Practically all our effort has been concentrated on giving the hardware dealer the most helpful and practical information that can be had and presenting it in a way that insures its being read. The wisdom of our policy is proved by the unusual growth of advertising volume carried in GOOD HARDWARE.



TRADE DIVISION

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CHICAGO

912 Broadw NEW YO

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Good Hardware is widely recognized

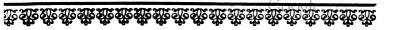
as an unusual achievement in the publishing field. It gives the hardware dealer the sort of information he is looking for, in the form that is best and easiest for him, and it reaches every hardware dealer and jobber in the United States. Obviously, it is a remarkable advertising medium.



JTTERICK PUBLISHING COMPANY w York City

STON

SAN FRANCISCO





National Lead Company..... The New Haven Clock Co...

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Vol. 4 No. 10

JULY, 1923

\$1.00 a Year

A new era in hardware—the ment By CARL W. DIPMAN	great simplification move-	
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Clark Hardware Co. puts over	an industrial hardware	
<i>exhibit</i> By JOHN M. CLARK, Jr.	4:	
Cover Design	Gets human interest into his windows	

It fits



the pocket

LEONARD TINGLE, Publimer J. W. GREENBERG, Managing Editor Missociate Editors, CARL W. DIPMAN ALBERT B. SEADLER 912 Broadway, New York
GEORGE H. LEIGH, Esstern Manager, 709 Sixth Avenue, New York
EDMUND CARRINGTON, Western Manager, Mallers Building, Chicago
J. A. TOWNBEND, Pacific Coast Manager, Hobart Bldg., San Francisco



Exclusive distributors for other lines handle this paint-why?

A standard paint that has become a specialty with a rapidly expanding market

WHY is it that many dealers who are excl sive agents for other manufacturers' lines handle Barreled Sunlight also?

It is because this paint fills a unique place in the dealer's stock today. Due to its unusual properties it has become a specialty with a high rate of turnover and a rapidly expanding market.

Barreled Sunlight is a white paint with a smooth, lustrous surface that will not collect dirt. It can be washed like tile. It contains no varnish and can be applied with ease by anyone. It covers better than enamel and costs less. Flows freely, leaves no brush marks and will not sag or lap.

Barreled sunlight is being used today in buildings of every kind-

homes, apartment houses, stores shops, office buildings, hotels, industrial plants, etc. Its washable dirt-resisting qualities—its ease of application—are building sales everywhere.

A nation-wide advertising campaign is helping to push these sales and produce quicker turnover for every dealer.

Sold in cans from half-pint to five gallon size—also in barrels and half barrels. Sample can be sent to all dealers on request. Communicate with us or our nearest distributor.

U. S. GUTTA PERCHA PAINT CO.

Factory and main offices
45 Dudley Street Providence, R. I
New York—350 Madison Avenue
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THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

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No. 10

A new era in hardware—the great simplification movement

ELIMINATION OF UNNECESSARY VARIETIES, SIZES, STYLES AND FINISHES PROMISES MORE EFFICIENT AND PROFITABLE BUSINESS THAN EVER BEFORE

By Carl W. Dipman

FOUR years ago, Mr. Herbert Hoover, while President of the American Federated Engineers' Society, directed an investigation to determine the amount of waste in industry. Six leading industries were surveyed. Waste in all of its ramifications was studied. The results of the survey were astounding. It was found that industrial waste ran from 29 to 64%. The average preventable waste was approximately 40%.

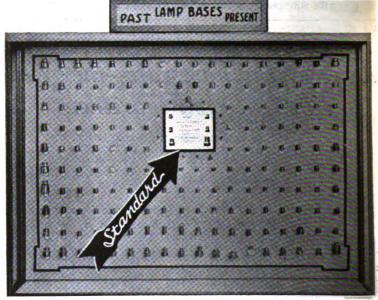
Our foreign brothers have for long called us a wasteful and extravagant people. Now we have turned the searchlight on ourselves. We have found that our love of variety has been costing us the paltry sum of \$10,000,000.000 every year. Manufacturers, following the "givethe-public-what-it-wants" policy, were oblig d to make an infinite

variety of products, many of which had but a limited sale. This variety and lack of standardization was to a large extent responsible for waste in industry.

Too many varieties

How does this waste apply to the hardware business? hardware business, like many others, is the victim of excessive variety. The infinite number of varieties, sizes, styles, finishes, and colors in which many hardware products are marketed is the cause of a large waste, most @ of which can be prevented. A country store in a town of 3,000 or 4,000 population now carries an average of 5,000 different items. Only a small number of these items is sold with any degree of regularity. The jobber has the same trouble, except that

it is multiplied by ten. A great many products are odd, or off sizes, colors, finishes, and styles and serve no real purpose. This excessive variety and lack of standardization is the cause of a turer. This would give a buyer a total variety of 6,118 different axes from which to make his selection, yet the use to which an axe is put is very much the same the country over. Certainly



A good example of what can be done by simplifying. Lamp sockets used to be made in 180 different sizes and styles, resulting in waste, inconvenience and confusion. The electrical industry standardized to 6 different sizes—now alike the country over, with great saving all round

large part of the 40% waste in industry.

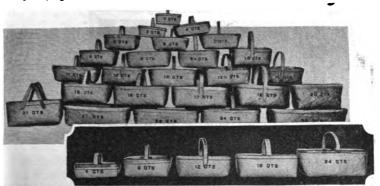
As an example of the diversity and variety in some hardware lines, let us take the simple case of axes. A survey was recently made of the lines of three manufacturers. To most people an axe is an axe. Yet it was found that the axe was offered in 34 models, in from 1 to 4 grades, from 1 to 35 brands, from 1 to 11 finishes, and from 1 to 19 sizes by each manufac-

the axeman's needs can be satisfied with a much smaller variety.

Few real differences

Shakespeare would say that this infinite variety has made the hardware business "harmoniously confused" and has given items "distinction without difference." Granting that there is too much "distinction without difference" in hardware lines—too many varieties that have no practical

7 7 7

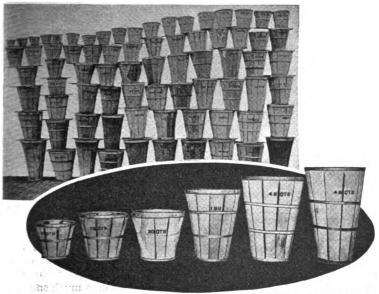


Every packer once had his own basket. The result was the array above, Today only 5 baskets are used—those shown in the lower panel

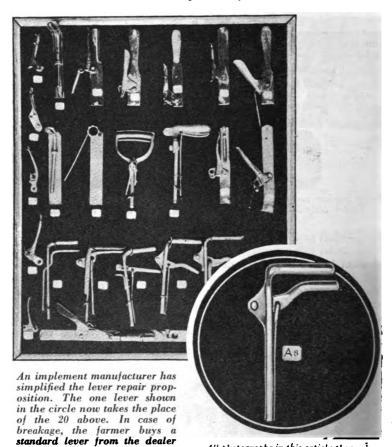
need—what can be done about it? First, let us cite a few instances of what has already been done.

A few years ago, each electrical manufacturer made his lamp bases and sockets in sizes with no relation to other manufacturers' products. As a result,

there were 180 different sizes and styles of lamp sockets on the market, each demanding a different size or style of bulb. The industry saw the folly of this system and standardized the lamp sockets so that to-day we have but six different sizes. The



Only a portion of the baskets formerly in use. The Bureau of Markets examined them and found that 6 standard baskets were enough



All photographs in this article through courtesy of the U.S. Dept. of Commerce, Division of Simplified Practice

dealer carrying a full line of lamp sockets now handles six; a few years ago he was obliged to carry several dozen. This line was thus simplified to the greater satisfaction of manufacturer, jobber, dealer, and consumer.

or takes one off an implement not in use

How does this variety affect the dealer? When a large number of slow-selling sizes, colors, styles, and finishes are carried, it makes necessary a large cap-

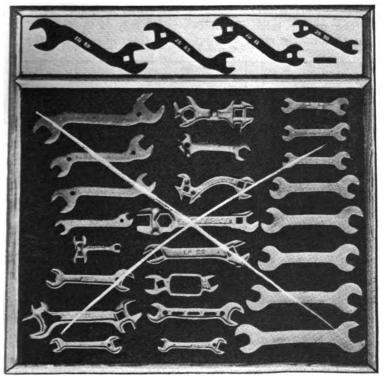
ital investment; more insurance, taxes and investment: more warehouse space and help; in short, a higher overhead. This high overhead will reflect itself in a comparatively high consumer price. Now, suppose the number of items could be reduced by 1/5 or $\frac{1}{4}$, or even 1/3(which is wholly possible)then the dealer could do the same business on a much smaller investment, a lower overhead. aitized by GOOS

and a more rapid turnover with all of the many benefits that accompany a rapid turnover. More than that, if all jobbers and manufacturers were to simplify their lines, the dealer could then carry a more adequate stock in the fast sellers; he could keep his stock in better shape, give better service to his customers, and eliminate a large amount of dissatisfaction, misunderstanding, error, and confusion in his relations with customer, jobber, and manufacturer.

During the War, industrial economy was of utmost importance. Many lines were simpli-

fied as war measures, at a tremendous saving to the public. This experience taught us that intelligent simplification of lines of merchandise could eliminate much of the waste with but little inconvenience to anyone. Cooperation and coordination between manufacturer and distributor were necessary.

When Mr. Hoover became Secretary of Commerce, he set about to help American industry save this 40% wastage. He organized the Division of Simplified Practice, an agency through which various industries get together to try to solve



One manufacturer formerly made all the above wrenches. He found that the four shown on the top row were enough, so eliminated the rest

their problems of waste. The Division acts as an intermediary between manufacturer, distributor and consumer, which has been lacking heretofore. agency furnishes a real opportunity for American industry to eliminate waste. Many of the men of vision and leadership in the various branches of the hardware business have met, and are meeting under the auspices of the Division of Simplified Practice in an attempt to simplify excessive varieties. practices and methods in the hardware business.

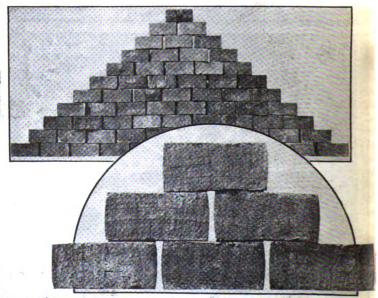
As an example of what can be done, let us cite a few actual accomplishments.

The paving brick manufacturers formerly made 66 sizes of brick. A careful survey established the fact that 90% of the output consisted of only 11 sizes. The industry immediately set about eliminating the unnecessary sizes. To-day there are but 6 sizes made, to the great satisfaction of users, dealers, and manufacturers—with a tremendous saving to the public.

Only a short time ago, there were 78 different sizes and styles of baskets in common use. The sizes have been standardized until to-day only 11 are made.

One implement manufacturer found that he was making 24 different kinds of wrenches when 4 could take care of all of his actual demands. He now makes only 4.

(CONTINUED ON PAGE 56)



Paving brick formerly was made in 66 different sizes. Investigations proved that 90% of the output was in less than a dozen sizes. The 66 varieties shown in the upper panel have now been reduced to the 6 in the lower panel—a tremendous saving to the public



What ten hardware dealers do with auto accessories

THE SITUATION IN STORES IN VARIOUS PARTS OF THE COUNTRY—WHY SOME MERCHANTS MAKE MONEY ON ACCESSORIES AND OTHERS DON'T

ACH year more hardware dealers are going into the auto accessory business. When the automobile industry first started, accessories were more or less of a novelty. Their use required technical knowledge. The various products were changing quickly to keep pace with the development of the automobile. What was good today would be out of date tomorrow. It was a changing, unstable business and did not fit into the hardware store.

But conditions are different now. Automobile accessories are more standardized. The proposition has worked down to bed rock. The various products are universally used, and many of them are bought and adjusted by the car owner himself. The business has been stabilized. The chance and novelty has been taken out of it. It now fits into the hardware proposition, and to many stores it has become as stable as any other line.

Dealers and accessories

Good Hardware has sent correspondents to a number of stores throughout the country to find out exactly what hardware dealers are doing with accessories. Some stores are making wonderful success and good profits in the auto accessory line. Others are not handling accessories, and give such reasons as, "Don't belong in the hardware store," "The garage

has that business," "Haven't got room," and "Don't want to be bothered with it."

In this article we are going to describe a few stores, some of which have made a success of the automobile accessory business, and others of which are failing. Read the short descriptions of these stores and see whether any of them are like your store.

1. Two dealers on opposite sides of the street

In a city in Texas is a progressive hardware store which has had a steady growth, for it goes ahead with the times. As new hardware lines come along, it always arranges to carry them; hence its steady growth.

This store was one of the first to go into the automobile accessory business. It has a fine department on the main floor with counters displaying accessories, and it uses occasional window trims. As a result, it has built up a fine business.

Across the street is another hardware store, established at about the same time. This dealer does not handle accessories. He says, "There is no money in it—and anyway. I haven't got room." This dealer has yards and yards of valuable space devoted to slow-movers. He has old-fashioned bins and fixtures cluttering up prominent space for selling non-profit lines, while across the street is a dealer making big money in accessories.

One makes a lot of money in accessories and says that they belong in the hardware store. The other says there is no money in them and they do not belong in hardware stores. Both stores are on the same street. They can't both be right. Who wins?



The dealer on the left is stubbornly passing up a line that pays his competitor a fine profit



Old Bill Sleepeasy may wake up some day—and give his trade what it wants

2. His gas station helped his accessory business

In a hustling town in New Jersey is a hardware store located on one of the four main corners. Hundreds of automobiles pass on both sides of this store. The manager reasoned as follows: "Every one of these cars buys gasoline and other supplies. I am going to get a share of that business." He put

in a gasoline station at the rear of his store, on the side street. Near it he put accessories, greases, etc. The gasoline station made many cars stop and, by bringing accessories to the attention of the car owners, he made a lot of sales. The gasoline station helped to build up the accessory business here.

3. Hardware customers are accessory customers too

In a large town in Oklahoma is one of the most progressive hardware stores of that part of the country. The inside displays of this store are worked out to the finest point.

In a prominent location in this store is a fine automobile accessory display, three sections high. When asked how he built up his auto accessory business, and whether it was profitable, the manager replied, "How did I build it up? Well, most of our hardware customers own cars and buy accessories. They would just as soon buy here as anywhere else, so our job was simple—just a matter of familiarizing them with the fact that we handle accessories. We did that largely through this display (pointing to it), and by occasionally featuring accesso-

ries in the windows and in our advertising. Many people come in to buy hardware, see our line of accessories, and make purchases in the accessory department."

4. These garage men get all the town's accessory trade

In a smaller town in Oklahoma the automobile sales agencies all handle accessories. Checking up at the two leading hardware stores one finds that they handle practically no accessories. On inquiry, they say, "The garages have all that business."

One of the leading automobile agency managers said, "Yes, we

handle a lot of accessories, and we are making money on them." Asked why the hardware stores did not handle accessories, he replied, "Don't know. They could if they wanted to, but please don't go around and talk it up with them and wake them out of their sleep—we are making money in accessories, so please don't spoil our picnic."

5. Hardware man has advantage over garage keeper

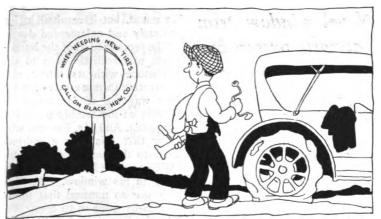
A really wide-awake hardware store in Eastern New York has gone so far as to make auto accessories the most important department of its big and growing business. This store employs a specialist in automobiles and automobile parts to run the department, and is getting to the point where it will soon need an assistant for him.

The rapid and steady growth of its accessory business will more than pay for the addition to the department's overhead.

The store now handles only one nationally known brand of tire, although it used to stock four, and it carries a complete line of the other accessories.

The owner maintains that this is the only policy that the hard-ware dealer can work under successfully if he hopes to make his accessory business anything more than an unimportant sideline.

This live store sells a large amount of accessories to garages at a 20% discount and must, of course, buy right to be able to do this. The owner made the statement that the hardware dealer always will have the edge on the garage man, because he usually is a better merchant with a better location and because he can command a bigger credit.



A wide-awake Texas dealer makes use of old tires for advertising

6. Uses old tires to advertise his accessory department

A Texas dealer who handles a complete line of auto accessories, casings and tubes, found that he had accumulated a large number of old casings which customers had left with him when buying new casings.

The thought occurred to him that these old casings might be utilized very profitably for advertising his tires. As a means to this end, he painted these old casings white and placed the following statements on them in large black letters: WHEN NEEDING NEW TIRES CALL ON THE BLACK HARDWARE CO.

He then posted these old casings on trees, fence posts, and other places along the roads leading into his town. They proved to be an effective and inexpensive means of advertising his tire department, and of telling people that he handled accessories.

7. This dealer is overlook- ing a good opportunity

In a city of West Virginia is located a large hardware store. The store has the usual frontage, but it is unusually deep, going through to the next street. There is a big open space in the center of the floor, almost the entire length of the store. When the proprietor was

asked whether he handled accessories, he replied, "No, we have no room. Anyhow, we specialize in mechanics tools, industrial supplies, and heavy hardware."

This store supplies a lot of mills, small factories, mines, (CONTINUED ON PAGE 62)

Novel window trim attracts passers-by

Boyd French, who runs an automobile accessories store in Seattle, is a young merchant, chock-full of "pep" and right up to the minute in ideas for advertising his merchandise.

One of the most successful window displays, in the amount of interest it created, was that of a real, honest-to-goodness grave which he tied up with his tire department. The entire window was given up to the final resting place of that universally disliked individual, the Road Hog, who is always claiming the right of way. This time

he got it, but it resulted in his untimely and unlamented death.

The reproduction of the burialplace was realistic even to the
tombstone with its fitting epitaph: HE HAD THE RIGHT OF WAY.
Nor was the tender touch of
flowers on the freshly piled sod
forgotten. And Mr. French, who
knew that this was a subject
close to the hearts of all automobilists, gave it the proper publicity in his window. The display was so unusual that many
passers-by came in to congratulate Mr. French on his idea.

The subject may have been a grave one for a display, but it brought many car owners into the store for their supply of accessories and tires.



Of special appeal to automobilists, and one that got their trade, is this window display depicting the grave of the "Road Hog"

How to make your showcards with very little practice

LESSON I TELLS YOU WHAT MATERIALS YOU NEED, HOW TO TAKE CARE OF THEM AND HOW TO MAKE THE ELEMENTARY STROKES IN LETTERING

By David M. Davies

There is no question about the value of show-cards and price tickets. The problem is how to make them. In this series of articles Mr. Davies tells how easy and simple it is to make attractive, legible cards. Anyone who will follow his clear directions will soon be able to turn out cards that will bring new business into the store.

Start with this lesson. Watch for the others. Save each issue of GOOD HARDWARE for future reference.

UST as in every other trade certain tools are necessary for anyone who wishes to become proficient at writing good showcards.

The student should procure these tools before attempting to follow these lessons. These first few things can be purchased from any Art Goods store, and in the smaller towns from stationery shops. If you can't get what you want, write

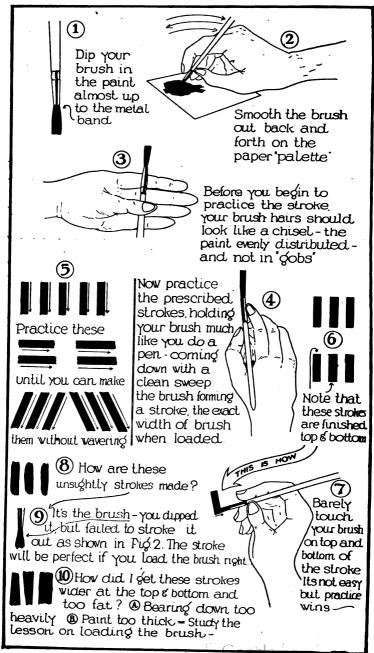
us. The entire lot will not cost more than three or four dollars. Here they are:

- 1. A Yard stick, the kind they give away will do.
- 2. A 24-inch T-Square, a cheap one of white wood.
- 3. A small jar of Black Showcard color. Devoe's, Bissell's, Carter's, or any good kind.
- 4. One Red Sable Showcard lettering brush, No. 14.
- One Box Assorted Speedball Pens—Gordon & George's or Estabrook's.
- 6. One Small Bottle Higgin's Black Ink.
- 7. A soft, black pencil.

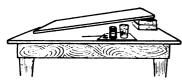
You will also need plenty of heavy manila paper, and later on a piece of art gum for erasing.

The working surface

After you have the materials, the next consideration is the bench or working surface upon which to practice. To start with, the beginner will find the store counter or a kitchen table suitable. A slightly sloping surface is preferable, however, and can be arranged with a couple of books or a brick placed under one end of the



drawing board at the back, so that it will slope down towards the person who is working. This is illustrated below.



Making a simple and convenient working surface

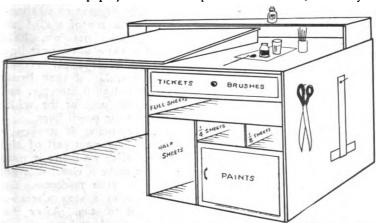
Where a real showcard bench is required, one like that illustrated here will fill every need. It is a plan of one which I made. It is designed for comfort as well as for compactness, and it has a place for everything, including a stock of cardboard, all within easy reach of the worker.

The smoothest and easiest material to use for practicing on, I find, is ordinary heavy manila wrapping paper (not kraft). Cut this into pieces about fourteen inches by the width of the paper, the handi-

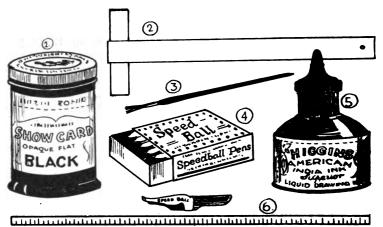
est being a roll of twenty-four-inch size.

Lay a sheet of it on your bench or drawing board and get the following tools and material together, ready for use. To your right, have the jar of black paint and a jar or cup of clean cold water, both resting on a piece of paper which you will use as a palette. Have your brush and T-Square handy. First, rule off your practice paper with light pencil lines about two inches apart. Then stir your paint thoroughly and load your brush this way; dip it in the paint, almost up to the metal band (see Figure 1 of the illustration on page 60). Now work the paint into the heel of the brush with back and forth strokes on the palette, as if you were painting a board (see Figure 2). When your brush is nicely loaded it resembles a sharp chisel (see Figure 3), and is ready for use.

There should be no gobs of paint in the brush, and if you



Follow this idea in making a showcard writing bench. It gives you a place for everything that you will need



The materials needed for making simple, practical showcards are illustrated here. They should cost only three or four dollars

find the paint too thick after you have stirred it up thoroughly, dip the tip of your brush slightly in the clean water, smoothing it out again on the palette. You will soon find that the brush will not give clean, even strokes unless it is carefully loaded and smoothed out. This detail is of particular importance. Therefore, do not proceed until you have mastered the method of loading your brush.

Practice the strokes

Your next step is to practice strokes (see Figures 4 and 5). All letters are made of either strokes (perpendicular, horizontal or diagonal) or curves, so this first lesson will be in strokes. Now, refer again to Figure 5. Practice all of the strokes until you are able to make a stroke with the brush that is even and not wobbly. See Figure 4 and note how to hold your brush. There is no

set rule for this. Hold it whichever way it is easiest and most natural for you to, similar to the way you hold your pencil.

If the strokes you make vary in thickness, if they bulge out, or are too thick (see Figure 8). it means that you are bearing down unevenly on your brush. Hold the brush more lightly and keep the pressure of brush against paper even at all times. Start at the top of one of the light pencil lines you have drawn and stop at the next line. making a perpendicular stroke. just the width of your brush when it is loaded properly, and two inches long, or the width between your pencil lines.

The practicing of strokes is the most important part of this lesson. Keep on doing it until you can make a clear, straight stroke of even thickness, and can come to a stop wherever you want to stop. After you have practiced strokes until you

(CONTINUED ON PAGE 79)

Facts about refrigerators that you can pass on to your customers

A NUMBER OF PRACTICAL POINTS ABOUT THE USE AND CARE OF BOXES FOR THE MAN WHO SELLS THEM AND THE WOMAN WHO USES THEM

By C. W. Coye

The advice given in this article by Mr. Coye on the care and use of refrigerators will be valuable to every dealer who sells them. Reading the article will enable him to sell boxes more intelligently. Passing the information on to his customers will prove helpful to them and will bring the dealer a lot of good will and confidence from the people who patronize his store.

HEN installing a new refrigerator and before placing any foods in it, there are four important points to be kept in mind.

The first and most important is that of placement. The refrigerator should be installed in a sheltered place away from the direct rays of the sun and the direct action of the elements, or the effect of the best materials and the care which the manufacturer has put in it are entirely lost. Foods cannot be kept properly, ice will be wasted and the exterior will be damaged. An open back porch is a poor place for a refrigerator.

Second, be sure that the refrigerator sets level so that waste water from the ice may drain properly.

Third, see that the drain pipe, cap and tray are in their proper places. In the absence of a direction card, ask the dealer or write to the manufacturer for instructions.

Fourth, each refrigerator, before leaving the factory, is very carefully cleaned, but because during shipment, and in packing, dirt may sift in, therefore, to insure absolute cleanliness, the inside of the provision and ice chambers, and also the insides of the doors, should be washed carefully with warm water and soda.

Icing the refrigerator

Before placing any food in the box, fill the ice chamber to capacity. Shut the doors carefully and allow to stand for 24 hours, until the interior air is completely chilled. It is important to remember that during the first 24 hours a refrigerator will consume more ice than double the normal consumption. After the air has been cooled, less ice is required to keep it cool than is necessary to bring it down to the minimum temperature. After the inside

Digitized by GOOGLE

air is cooled off, fill the ice chamber again and place foods in it.

Use and care

First, wash the ice rack, the bottom of the ice chamber under the rack, the drain pipes and the trap with warm water and soda thoroughly at least once a week. This will assure you that the waste water from the melting ice will be properly carried off and that the refrigerator will be kept clean and sweet.

Second, keep the doors closed tightly at all times except when putting in ice, placing or removing foods.

Third, see that the ice man closes the doors of the refrigerator after he has filled it.

Fourth, in case the ice gives out, remove all perishable foods at once, and open all doors until the box is again filled with ice.

Fifth, keep the ice chamber as nearly full of ice as possible at all times. This is important as cold does not kill germs. It merely keeps them dormant. When the ice becomes low the temperature in the refrigerator goes up and the germs multiply.

Food placement

The proper placing of foods in a refrigerator prevents circulating air from mingling odors unpleasantly.

Place butter and milk directly under the ice chamber where the cold air from the ice will strike it first. Food with stronger odors, such as bananas, fish, onions and tender vegetables, should be placed near the point where the air re-enters the ice chamber. Meats should go on intermediate shelves.

Odors from the foods are absorbed by the thin film of water constantly present on the surface of melting ice. These odors are then absorbed and carried off down the drain pipe by the waste water. It is important, therefore, that nothing should interfere with the free absorption of these odors.

Don'ts

First, never put warm foods in the ice box. Wait until the food is at room temperature.

Second, put no food or bottles in the ice chamber at any time. The air returning from the provision chambers to the ice carries with it all the odors and impurities of food and deposits them on the ice. It is therefore unsanitary to put foods in the ice chamber.

Third, do not cover the ice. Coal burns and produces heat. Ice melts and produces cold. Ice should no more be kept from melting than coal from burning. If a refrigerator is to keep your foods cool, the ice should not be covered.

Fourth, above all things do not economize on ice at the expense of foods. Keep the ice chamber as nearly full as possible at all times.

Keep the refrigerator iced and use it all the year round. It is the most sanitary place in the house. Food kept in the cellar or window boxes will collect dust and germs. A refrigerator used all the year round will pay for itself in a year.

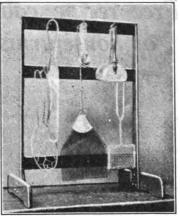
Easily built racks for small articles

Farquhar and Sons, of Leon, Iowa, have a workshop in their store and they make good use of it all the time. At an almost negligible cost they have constructed several fixtures which display merchandise well.

One of these is a simple display rack which they built very easily of waste lumber. The rack is made of 3%-inch stock taken from a small shipping case. The measurements of the rack are as follows: 18 inches tall by 12½ inches wide; and it is supported by runners 7 inches in length.

These little racks are varnished and fitted with screw hooks from which hang small articles for kitchen use.

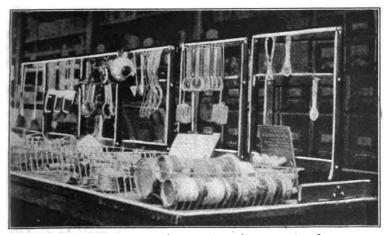
A price ticket, which is held in a socket of soft tin, is prominently displayed at the top of



Articles displayed on this little home-made rack catch the eye

the rack. Each rack has its individual price ticket and only articles of that price are hung upon it.

A dozen or more of these little racks are placed throughout the store on showcases, tables and shelves. And in spite of their simplicity and smallness they do a man's size selling job.



Farquhar's find that small kitchen articles sell faster when hung up on the convenient racks which they built for just this purpose

Free recipe cabinets make sales of housefurnishings in Texas

KINGSVILLE DEALER COLLECTS THE TOWN'S BEST RECIPES, PUTS THEM IN CABINETS AND GIVES THEM TO NEWLYWEDS

T O sell more household and kitchen goods, The Kingsville Lumber Company of Kingsville, Texas, adopted a unique plan of making use of the recipes being used by the housewives in its section of the country.

To start the ball rolling, it first went to some of its acquaintances who knew a great deal about good cooking and good tables and got from them a number of good recipes that were not generally known to the average housewife. It then multigraphed these recipes on 3 x 5 inch index cards as illustrated.

The simplest but most important thing in this card is the



Each new bride in town gets a complete set of recipes, together with a filing cabinet like this in which to keep them

hole that is punched in it. This enables the housewife to hang each recipe on a hook while she is using it instead of having it lying around on a table to become soiled and greasy. The back of each card is used to advertise the lines of housefurnishing goods that are carried in the store.

This letter did it

After having run off a good many of these recipes on cards, Letter No. 1, as shown below. was sent to all of its customers, a recipe card being attached to each letter:

DEAR MADAM,

We are sending you herewith a dandy candy recipe that was handed us by one of Kingsville's popular young ladies, who vouches for its being a good one. We hope that you will try it out and enjoy "Patience in Two Parts."

Now we want to ask you for some of your recipes. Will you kindly let us have as many recipes as possible on any subject that you prefer? We need recipes for the making of the different kinds of bread, cakes, pies, confections, desserts. preserves, jellies, sauces, salads and soups, as well as for the cooking of meats, fish, poultry and cereals. We would be glad to receive any that you may let us have, and no doubt some day

When using Recipe O hang card on hook QUAIL OF TOAST. Mrs. M.S. Wood.

For every 2 birds have a lemon, large tablespoon of butter. Seasoning, boiling water, crisp hot buttered toast. Method: Melt the butter in large frying pan; when hot lay the

birds flat, of minutes, turn water to cover birds often ar they stick ter on a piece of squeeze the ju and slice the

THE KINGSVILLE OLUMBER CO.

As this card will be a guide to your cooking, let us suggest a few articles that are guides to good housekeeping:
"Wearever" Aluminum Cooking Utensils, Herrick Refrigerators, Bridge & Breach Stoves, Caloric Fireless Cook Stoves, Havilaud and other grades of China, Glassware, Cut Glass, Community and Rogers Bros. "1847" Silverware, Universal Carving Sets, Dazey Churns, Pood Choppers, Ice Cream Freezers, Scottissue Towels and many other articles for the kitchen. SANTA CLAUS at our store EVERY YEAR.

Women treasure recipes so carefully that the Kingsville Lumber Company distributes them in this fashion. All of them are on uniform sized cards, the reverse side of which carries advertising matter

your recipes will aid some housewife in preparing something different for her table.

Thanking you for your prompt attention, and with our best wishes, we are

Yours very truly, THE KINGSVILLE LUMBER CO.

As quickly as replies together with recipes came tack from its friends and customers an acknowledgement was sent to thank the customers for their recipes and then to tell just how they were to be used.

As soon as a good, big quantity of the letters had come in, recipes were carefully gone over and sorted out and a complete set covering different branches of cooking, such as bread, cakes, candy, meat dishes, etc., was made up and placed in a special card filing cabinet.

This cabinet is given free of charge to every bride in the

community. Letter No. 3 shows how this matter is handled.

DEAR FRIENDS:

It affords us great pleasure to extend our congratulations to you, and we want to wish you a long and happy wedded life and sincerely hope that your future will be as happy and pleasant as the past few days have been.

We have a small remembrance for you, which we are holding in the store, and we ask that you call for it at your earliest convenience.

We might say that we believe it will be useful to you both, and sincerely hope that we may have the pleasure of a visit from you in the near future. When in our store please see our Mr. Smith, who will gladly hand you the gift.

With our best wishes for your future happiness, we are

Very truly yours,
THE KINGSVILLE LUMBER CO.

As will be seen, they ask the customer to call at the store and receive it from a Mr. Smith. who is in charge of the Housefurnishings Department. It has been found that in practically every case the newlywed young wife was afraid to come down alone and would insist upon her husband coming along. Many of the couples that come in are at first a little bit bashful and hesitate to say what they came in for but they finally mention the letter. This gives a fine opportunity to present them with this handsome and very useful cabinet and has resulted in building up a wonderful trade and in making lasting friendships with the families of the community.

Recipes with monthly bills

But this is not all. There are many other regular customers of the store who are interested in recipes. The store can not, of course, afford to give all customers cabinets. Instead a card with a new recipe on it is attached to each monthly statement and mailed out. The results of this plan have been very gratifying. From the standpoint of the customers of The Kingsville Lumber Company, the plan has been a positive service because through this idea, a great many recipes that are not found in cookbooks, but have been handed down from generation to generation were uncovered. other interesting fact was that great number of Mexican recipes, which many people knew nothing about, were discovered and distributed in the community. These recipes, it was found, had been brought over by Mexican servants who had come across the border to Kingsville.

Looking for a new line to stock?

J. J. Moreau Co., Manchester, N.H., dealers, have added a line that is a radical departure from their regular one. It has taken an instant hold on popular fancy and is meeting with interesting success. They have given over one of their large windows on the main street to a display of gold-fish, canaries, parrots, etc., in appropriate bowls and cages.

Inside the store they have given over a small part of floor space to this new venture, where may be found, besides the ordinary breed of domestic birds, such unusual types as gorgeous flame-colored cockatoos, love-birds in pairs, and other odd breeds. Besides the birds and the gold-fish (which are proving the most popular all), they have monkeys, small and large, and white Mexican poodles so small that they fit in your hand. They also handle food and equipment for the care of these animals.

Each day the fascinating window display attracts crowds. who first gather to stare and then proceed inside to buy. The new line is doing well, because there is always a demand for such pets, and there is no regular animal store in the city.



One of Gear's trucks which advertises his slogan

"We can repair anything," builds success for New York dealer

GEAR'S PLAN OF RUNNING A REPAIR SHOP IN CONJUNCTION WITH HIS HARDWARE STORE HAS DEVELOPED INTO A BIG BUSINESS

By Chet Shafer

VERYTHING put in gear at Gear's," is the slogan which has been the most important factor in the development of the unusual hardware business conducted by James Gear at Third Avenue and 68th Street. New York City. When Gear started his business about twenty-five years ago he had but little besides his idea that there was a future for a hardware dealer who would also act as repair man for any article, whatever its nature. He decided to sell, in addition to tools and the

usual hardware side lines, a repair service which no other store, that he knew of offered. If there was anything broken or out of order he was going to be in a position to repair it and to put it back in working order.

Possibly the idea of putting things in gear was suggested by his name; certainly the slogan he adopted set a standard of service which he found it necessary and advisable to maintain at all times. Having set himself to a definite task and having adopted a slogan to describe

his work, he set about letting people know about his business.

Gear picked his advertising mediums well. He intended to cater to the householders of his neighborhood, particularly to women, and cards in the elevated and subway trains serving his vicinity were his first choice. His first advertising appropriation was a little bit more than \$100. As his profits grew he increased this amount, until at times he was spending more than \$5,000 to let people known about his unusual service.

Everything in connection with his business carried this slogan. On his cards, stationery, his two trucks, his store signs and on the occasional batches of handbills which he circulated in the neighborhood were the words, "Everything put in gear at Gear's." And with the slogan went this added information: "Your Home Repaired from Cellar to Chimney Top."

The field for Gear's work today is very large. There is no repair job that he will not tackle. He fixes door checks, carpet sweepers, clothes wringers, clocks and chairs. He repairs leaky metal dishes as well as leaky roofs. He will put a baby carriage in running order or he will sharpen razor blades or grind scissors. Whatever the emergency, he has the remedy.

Special jobs

Recently, for example, a wealthy resident complained that his mail box was not large enough and that he could not buy one to suit his needs. Gear made him a spacious receptacle which was so satisfactory that he has had subsequent orders for a dozen of the boxes and he realized a handsome profit on each.

His workshop, a photograph of which is reproduced here, is completely equipped for hand-



Part of the repair room. Gear promises to repair anything in the home from cellar to chimney top. This is where the promise is performed

ling any sort of a job that may turn up. Three workmen, all skilled mechanics, spend their entire time in the shop, while three others are employed in outside work in customers' homes. Besides this force he Gear believes that his success can be duplicated by other dealers, but he has witnessed the failure of a number who have attempted to imitate him. He figures that a capital of at least \$2,000 is required to get a loca-



Despite the unusually large number of windows, Gear changes them all regularly in order to get the greatest return from them

has a large number of mechanics and laborers available.

Because of his reputation as a "handy man" the calls he receives are often very unusual. His orders generally come from the woman of the house. Recently one of them wanted him to help her get a maid and another asked for a man who could whitewash her cellar. He made good on both requests. His dependability—the fact that he has what his slogan calls for -serves, of course, to increase his business. Satisfied customers recommend him and scarcely a day passes that he does not receive from five to ten jobs by mail through these recommendations. His effort always is to give service, to do the work well, no matter what it is, and to create a clientele by reason of his thoroughgoing service, tion for a repair shop and the tools necessary for handling the work that will come in. other thousand dollars should be available for advertising purposes. These figures would vary. of course, in different cities. Gear's figures are for New York. Chiefly, however, there is the necessity for skilled workmanship on the jobs that are obtained, and for careful estimates of any job that is undertaken. Of the failures that he is familiar with, Gear knows that half were caused by undercapitalization-insufficient funds with which to go through the scanty period that precedes the first real business. Of the other failures, some were caused by improper estimating of workby setting prices too low to permit of adequate profit.

(continued on page 72)

Large hammer calls attention to store

A middle western hardware store staged a rather unique window display in which only hammers were shown. There were tack hammers, sledges, and hammers of all sizes, weights and prices.

In the middle of the display was a large imitation hammer made of cardboard, attached to which was this placard:

"We've Got Our Hammer Out. We're staging this 'knocking' window not because we're going to knock our competitors or anyone else, but because we want to hammer home the fact that our hammer department is a knockout.

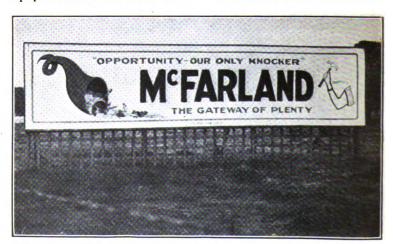
"Whatever your hammer needs are, we can supply them, from a hammer for building a house to a hammer for tacking up pictures on the wall. And the prices at which we sell are very reasonable.

"This display shows a good representation of the many sizes, weights and prices of hammers we carry in stock regularly. Come into our store and get the hammer that is particularly adapted for your purpose NOW."

McFarland gives its visitors big welcome

From Bakersfield to Fresno the traveler passes through a number of small cities; but he is not in doubt when he enters the town of McFarland, and its name remains with him after he passes out the other side. A large billboard at each side is responsible for this. It shows the horn of plenty and this text:

OPPORTUNITY—OUR ONLY
KNOCKER
McFARLAND
THE GATEWAY OF PLENTY,



The town of McFarland, in California, has seen to it that all visitors are greeted with a warm handshake in the form of a huge billboard.

Dealers again cast overwhelming vote for the decimal system

RISING VOTE TAKEN AT CONVENTION OF NATIONAL ASSOCIATION SHOWS ONLY ONE DEALER IN GREAT GATHERING OPPOSED TO ADOPTION OF PLAN

THE coming of the Decimal System of pricing in the hardware field seems as inevitable as the following of the morning after the night.

At the recent Convention of the National Retail Hardware Association held in Richmond, Va., June 18th to 22nd, hardware dealers again went on record as favoring the speedy and general adoption of the Decimal System by all manufacturers.

Thinking hardware men from all over the country were gathered there to discuss the problems of the hardware businessbright men, capable men, the leaders in the industry. Decimal System was one of the important subjects brought before this congress. They listened to both sides of the question: the one side presented by a man who believes in the Decimal System because he has seen it work-the other presented by another manufacturer who believes it will increase rather than decrease the cost of distribution. Hardware men got up and discussed the problem on the floor and a rising vote was suggested and immediately taken.

Only one opposed

One man in the audience stood up as opposed to the Deci-

mal System; 177 arose and cheered and urged the adoption of the Decimal System with the least possible delay.

Hardware dealers are thoroughly convinced that the general adoption of the Decimal System of pricing by manufacturers who sell through hardware stores would save time for the merchant, would save costly errors, and would be one important factor in bringing down the cost of distribution in the hardware field. The manufacturers who have actually tried the Decimal System have found that it works for them and that it works for their trade. Experience, after all, is the greatest teacher and there has already been enough experience to prove the practicability of the Decimal System beyond the shadow of a doubt.

Dealers are convinced

Time and time again hardware dealers have spoken in a loud voice: "We want the Decimal System!" They have done it in their State and National conventions. More than 4.300 hardware dealers and jobbers wrote to Good Hardware and the vote then was more than 50 to 1 in favor of the Decimal System.

Hardware dealers want the Decimal System. It looks as though they are going to have it. We know, however, that they are not selfish enough to want a thing that would benefit themselves alone. They know the Decimal System is a good thing for the retailer. They believe it is a good thing for the jobber and the manufacturer. And no one vet has brought convincing proof to them that the situation is otherwise.

No selfish interest

But the hardware dealer does not want an advantage for himself that is a disadvantage to the jobber and the manufacturer. The opposition has said that the Decimal System will increase the cost of doing business, that it costs a great deal of money to make a change, and that that change must be borne by the retailer and the ultimate consumer.

There is bound to be a slight initial cost in making the change, . but it is also to be remembered that immediately there begins a decided saving that rapidly eats up this initial expense of adopting the plan. Within the last six months, many manufacturers have turned to the Decimal System of pricing. Among these is a large and nationally known concern. The actual cost to this manufacturer in percentage of his total sales was so small as to be hardly figurable. If it cost a manufacturer large \$5,000. which is an outside figure, to adopt the Decimal System and that manufacturer's sales are \$10,000,000 a year, his expenditure would be less than 1/200 of 1%. Is such a trifling figure going to stand in the way of the speedy adoption of the Decimal System?

Shows customers how to sharpen knives

Selling his knowledge of knife sharpening brought increased sales of kitchen and carving knives and sharpening stones to a dealer in Vermont. Better, quicker and more satisfactory work is possible with sharp knives than with dull ones and, as few people who are not mechanics know how to sharpen dull edges, this dealer was able to cash in on his knowledge.

He cut a slot just the right depth and angle in a small turned piece of wood so that a kitchen or carving knife placed in it would touch the top of an oil or carborundum stone in the proper position for sharpening. The wood held the blade just as an experienced human hand would hold it.

Increased sales

The knife and holder were placed on a sharpening stone and both were placed counter with a sign "How to Sharpen a Good Knife." counter demonstration increased sales of kitchen and carving knives, and sharpening stones were sold to homes which, before the demonstration. never known that there such a thing as a sharpening stone for home use and were glad to purchase one.

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A July Song (Sing it to Your Customers)

When the weather irks as only Weather can:

When your collar's like a dish cloth In a pan;

When your pores all itch and seethe,

When it's awful work to breathe—

When you long for savage countries

Where their only clothes they wreathe—

BUY Á FAN!

When you fill your oldest briar From the can.

Light her up and grab your paper As you plan

To enjoy an hour of ease,

And your wife says: "Henry, Please!

Don't smell up the house with smoking-

It's so thick it makes me sneeze!"

BUY A FAN!

When the heat of torrid darkness

Puts a ban

On a single wink of slumber;

When you plan

To get up and chew some ice, And decide, on thinking twice

That you'd die from the exertion,

Take electrical advice:

BUY A FAN!

-C. L. Funnell

Los Angeles dealer sells paints and painting knowledge

KNOWLEDGE OF WHAT PAINT TO USE AND HOW AND WHEN TO USE IT IS THE BASIS OF H. H. GROTTHOUSE'S PAINT DEPARTMENT SUCCESS

By Charles Abbott Goddard

Grotthouse probably knows more about paints and varnishes and their uses than most of the painters to whom he sells — and this information makes his paint department the success that it He has gone to great pains to gather the knowledge which makes store invaluable to local painters—and the effort has paid in greatly increased business. house's interesting story is told in this article.

NOW your line if you want to make it pay, was the principle upon which H. Grotthouse built up his large paint business in Los Angeles. He had been running a hardware store with paint as a sideline when he found that there was real money to be made from this item because of the increase of building operations in the city. Los Angeles was booming, and still is: figures show that no other city of its size exceeds it in the building going on. While it is building it is painting—and Grotthouse is selling considerably more than his share of the paints and varnishes it requires.

Instead of having to keep on the trail of prospects with a pencil well sharpened for close figuring, he now finds it unnecessary to have an outside man on the paint job. The hundreds of customers he has won through his live-wire methods are continually boosting for him—and their boosting builds paint profits for him.

Hiding his paint line

When Grotthouse first noticed that the city's building operations were resulting in more calls for paints he decided to make paint a real line. been only an unimportant sideline: it was situated in a little alcove in the right hand wall. where it was almost completely hidden from view and where it had to wait for inquiries instead The stock of making them. never amounted to more than a few hundred dollars' worth and very often what the customer wanted was "just out."

That was before Grotthouse made paints his favorite line. Today the situation is greatly changed. There is no dealer in

36

Los Angeles who sells more paint than he does and few who sell as much. Paint is a big item with him today, not only in itself but also in the trade in other lines which it produces.

Being studious, Grotthouse

is not any too well versed in his trade, and that the public is even more ignorant. Many painters, he found, strive to "figure" a low bid that will bring the maximum of profit; and the public strives to find



Grotthouse had no room for a real paint department so he rented a room next door and broke a doorway through the wall

kept digging until he found out about all there was to know about paints. He stored away in his head the contents of the manufacturers' literature; then he began to study independent books on the subject. He "pumped" painters and studied books treating on the application of the various coverings. He found that the average painter

the painter with the lowest bid. About all that the consumers seemed to be interested in was to get the "best" price, which might mean a poor job, and to select colors that suited their taste.

Of course, there are exceptions, but among painters the exceptions are comparatively

(CONTINUED ON PAGE 59)

Gets human interest into his windows

Ordinarily a window trim of blue mazda lamps wouldn't create a whole lot of excitement. It might be of interest to one who was thinking of blue mazdas and it might make others stop if it were decorated exceptionally well. However, it's a safe bet that the police reserves wouldn't have to be called out to disperse the crowd.

Yet, a window of blue mazdas did just this a short time ago in Memphis, Tennessee. The store was Wm. E. Barnes', and here is how it was done:

The store window was rigged up to resemble the sort of kitchen that one is likely to find in an old couple's home. It contained a kitchen table with a red and white cover, a rag rug, recker with a cushion in it and other commonplace articles of kitchen furniture. In the center was a drop cord with a blue armazda at the end.

Seated in the rocker in the proximity of the light was an elderly woman who was reading the newspaper without spectacles. Close by was a card which read: "Even Grandma Can Read Without Her Glasses by a Blue Mazda."

This trim actually sold out Mr. Barnes' entire stock of blue mazdas, so that he was forced to order more by wire.

Was it a real grandma? Sure thing. Mr. Barnes had gone out to the old ladies' home and, with the permission of the authorities, borrowed one of the grandmas who had good eyes.

This "human" stuff is quite a hobby with Mr. Barnes, who has used it on two previous occasions. Both times he stopped the crowds and caused traffic to be held up. At one time he advertised ice-cream freezers. Did he put a few freezers and a nice lithographed card in the window and call it quits? First of all he had some ice-cream made in the freezers and then he brought in a squad of little pickaninnies and held an ice-cream eating contest in the window right before the eyes of the interested spectators. The contest was not allowed to grow dull, for as soon as one youngster had had his fill he was replaced by another. To say that the crowd enjoyed this thoroughly, is putting it mildly: And he made a record-breaking sale that day.

The baby helps

Another time, a visiting nurse and a baby from the orphanage helped to put over an enamel ware window. In the center of the window, on a little table with various other pieces grouped around it, was an infant's enamel bath-tub. A squirming youngster was inside the tub making a great fuss, while the nurse in natty blue uniform performed his morning's ablutions. As a result of this window, the enamel ware department did unusually well.

And now when Mr. Barnes is puzzled or in doubt about a new trim he knows that it's time for another "human interest" window as a sales-getter.

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How Carr changed his business from credit to cash

GETTING HIS MAILING LIST TO VOTE FOR FULL CREDIT OR LOWER PRICES ENABLED CARR OF LOS ANGELES TO MAKE THE DANGEROUS CHANGE

By Charles Abbott Goddard

Y OU can't change a store from credit to cash and get away with it," people told William C. Carr, of Los Angeles, proprietor of the Annandale Hardware Store, when planned putting his store on a straight cash basis. "Why." they said, "even if you could get people who buy for their homes to pay cash, what would you do about the contractors you sell to? They won't do it; they're accustomed to terms and credit and they've got to have them."

But Carr had the idea that if he could show a customer a real saving the man would not only buy for cash, but would feel that he was doing well by himself.

Of course he saw the advantage to himself and to his business. He knew that the more money he had on his books the less he could have on his shelves, and he preferred to have it on his shelves, where it could influence sales and thus stop people from going down town to the larger stores.

Stock or book accounts

He also saw the great disadvantage, the probable falling off of trade for the first month or

two while his customers were getting used to the idea of paying cash for what they bought.

There was a real possibility of going on the rocks through inability to finance his business through the transitional period. But the courage, energy and confidence which had carried him from a safe job in a Chicago hardware store and had led him to buy the Annandale Hardware Store of Los Angeles a few months before forced him to his decision. He determined to make the change from credit to cash.

Sales increase followed

Courage, however, did not rob him of caution. He worked out a plan which he thought could be depended on to help him make the change and keep his trade, too. It did the trick for him and by the end of 1922, six months after he took over the store, monthly sales were between two and three times as large as they had been in the same months of the year before. His increases in sales amply justified his courage and judgment.

His first preparatory step was to get together a mailing list of

families in the Annandale district. When completed there were almost 700 names on it. His next step was the letter which follows:

DEAR NEIGHBOR.

Mr. E. H. McVey has sold his business to me. Roy Mc-Vey and Mr. Palmer are continuing to work with me. We want to make it more than/ ever worth your while to trade at home.

How can we best get your

business?

It is often inconvenient for a contractor or a housewife to pay cash. Would you like to have a charge account?

Or, is price what you wish? On a strictly cash basis we can make a big cut in prices by eliminating bookkeeping, collection expense and actual loss. Moreover, we can carry a more complete stock by using the money that a credit business has tied up in its unpaid bills.

It is probable that we can work out a plan for selling large items, such as ranges, on a monthly payment plan, with a reasonable charge for

this service.

Will you be good enough to vote on the enclosed postal card. Suit yourself about signing your name. May we also have your suggestions?

Thank you, WM. C. CARR.

The ballot

The letter was printed in imitation typewriter type in brown ink on tan paper. With it went a postal card offering the readers a chance to vote their con-



This announcement made Carr's customers feel that they themselves had made the change from credit to cash for him



The Annandale store, where Carr made the change from credit to cash. The store is unpretentious, but Carr makes it pay well despite the change in policy. He uses the space on either side of the sign at the left to tell his trade of special offerings

victions. The government postal card read:

I WOULD APPRECIATE A CHARGE ACCOUNT.

I WOULD RATHER PAY CASH IF
I CAN BUY MORE CHEAPLY.

SUGGESTIONS:

Soon there was plenty of evidence that the message of the letter was read and that the subject was interesting to the people of Annandale. Post cards began to arrive and continued until about two hundred were received. As fast as they came they were posted in the windows where they drew interest and were helpful in preparing the way for the switch from credit to cash. Besides, the vote put forth the change as one that was recommended by the customers

themselves for their own profit rather than by the management for its sole benefit. In other words, the phrase, "if I can buy more cheaply" removed most of the sting from the denial of credit.

As soon as the canvass of the ballots indicated an overwhelming majority in favor of the cash system—and lower prices—an advertisement in a local newspaper announced the result and thanked the people for their help.

Then a second letter was mailed to the same list. It read:

DEAR NEIGHBOR,

Some days ago we asked you to vote on the following questions:

(CONTINUED ON PAGE 68)

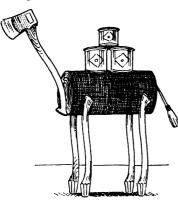
Hee-ah, hee-ah, come and see the animals!

MANY RARE SPECIMENS HAVE BEEN ADDED BY READERS TO THE GOOD HARDWARE ZOO AND EVERY MAIL BRINGS MORE. SEND IN YOURS

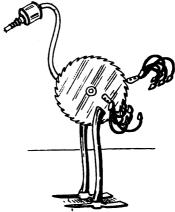
GOOD HARDWARE is running its own zoo. For every hardware animal accepted it will pay \$2 in cash. You don't have to be an artist. Just send in a rough sketch drawn in black ink with the name of the animal and a list of his parts to the Keeper of the Zoo, GOOD HARDWARE.



DACHSHUND BY C. X. SHAFER, Three Rivers, Mich. Made with drawing knives, file, hinge, try-square.



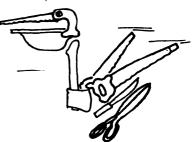
CAMEL BY C. WILLARD COOPER, Chester, Mass. Made with axe, axe handles, brush, roll of screen wire, paint cans.



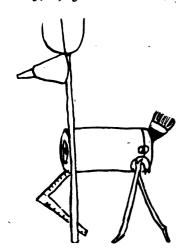
OSTRICH BY W. B. WILLIAMS.
Milford, Conn. Made with hose nozzle, can of paint, circular saw, combination mattock and pick, part of hose.
five-tooth hand cultivator.



TURTLE BY J. T. WINTERICH.
Providence, R.I. Made with basin, slipjoint pliers, double end wrenches.



Wayne, Ind. Made with hand saw, wash pan, knife, hand axe, saws, ecissors.



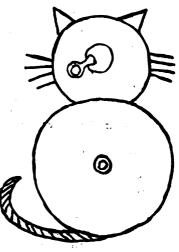
DEER BY ART RITENBAUGH, Pittsburgh. Pa. Made with funnel, hay fork, square, flour bin, crow bars, brush.



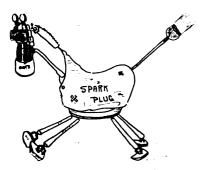
HIPPOPOTAMUS BY HARRY STAAB, Bronx, N.Y. Made with spades, screen wire, rope, furnace, nut.



BUTTERFLY BY ALBERT HAMIL-TON, Mobile, Ala. Made with hinges, nails.



CAT BY JOSEPHINE WITTMANN, Middleport, N.Y. Made with glaziers' points. steel tapes, rope, nails.



SPARK PLUG BY W. F. LEWIS, Rectortown, Va. Made with stove pipe, spoons, shaving brush, flatirons, pick handles, wash tub, horse blanket, broom, hand saw, axe handle, bridle, feed sack.



TURKEY GOBBLER BY H. L. PAT-TERSON, Xenia, Ohio. Made with barrel churn, dustpan, hammer, small separator brush.

Clark Hardware Co. puts over an industrial hardware exhibit

ELIZABETH (N. J.) DEALERS GAIN POPULARITY,
PRESTIGE AND PUBLICITY BY RUNNING A SERIES OF
DEMONSTRATIONS AS A HARDWARE EXHIBIT

By John M. Clark, Jr.

Boosting its paint department gave the Clark Hardware Company, of Elizabeth, N.J., the idea of running an industrial hardware exhibit in its store. It started with a paint demonstration and then, because so much of the store's trade comes from industrial workers in nearby factories, it was expanded to take in the tools that they use. In the article which follows Mr. Clark tells how he came across the exhibition idea and then put it into operation.

YOU CAN'T boost one department in your store without its having some good effect on every other line you carry. We found that out recently when we went out after more paint business and found ourselves helping other departments as well.

In our particular case paint was only the starting point. For about fifteen years we had been running a real paint and varnish department, carrying a large stock and selling in substantial quantities. We did considerable advertising for this department and we always thought that we were handling our paints and varnishes pretty well.

Despite this, however, every now and then some customer would make a few purchases of other merchandise and then ask. "Oh, by the way, do you carry paint?" There was always a sting for us in this question because we felt that we were doing pretty well with our department.

Uncovering the paint

A few months ago we decided to find out what the trouble was and then we saw that the paint stock was almost hidden from view by cabinets containing other articles of stock. We figured that by moving all of the calinets to one side of the store we could get an open display of paints without sacrificing an The paint would other lines. then be on shelves visible to everyone who came into the store. We tried this out and it increased our paint sales to considerable extent. many people who had been in the store must have wanted paint and gone elsewhere for it because they didn't see it around

any place and didn't bother to ask us about it.

The new arrangement provided a lot of additional floor space, and a representative of one of the paint manufacturers, whose line we carry, noticed it. He was impressed by the new arrangement and by the increases in the paint orders we were placing through him. fered, after we had talked for a short time, to come into the store and conduct a paint demonstration for us. He offered to tell our trade about the various uses of paints, about the ingredients used and about the various steps in their manufacture.

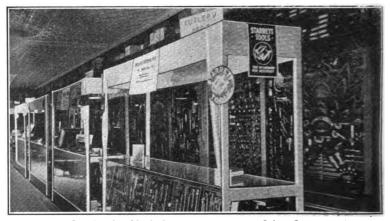
Promotion for both

The proposition sounded good to us. It was, of course, promotion for that particular company's line—but it was also promotion for our sales. We thought it over before accepting his offer-and while considering it we hit on another line of thought. If a paint demonstration would pay, why wouldn't a tool demonstration pay as well? We had been doing an increasingly better business in tools with the industrial workers in the various factories in Elizabeth, most of them within easy reach of our store. Among the thousands of workers were many voung apprentices who were not familiar with all the uses of the many types of tools made for their work. We felt that, with the cooperation of a number of tool manufacturers, we could help these young factory workers and thus get their trade.

That was the beginning of our Industrial Hardware Exhibit. It started to boost paint



Fifteen thousand people visited the industrial hardware exhibit in the eight days the Clark store ran it og c



Some of the booths the Clark Company constructed for the use of manufacturers who demonstrated their products during the exhibit in the Clark store

sales: it ended up by boosting almost everything in the entire store.

We got in touch with a number of manufacturers and made arrangements with thirteen of them to conduct exhibits in our store; all of them at the same time. of course.

Then we started laying the groundwork for the exhibit. We sent out announcement cards and four-page circulars with the dates, lists of exhibitors and classes of merchandise to be exhibited. We also used space in the local newspapers and offered souvenirs, some of them donated by the exhibitors, to every person attending.

For each manufacturer who exhibited, we built a booth which we trimmed and lighted and we also had placards made announcing the firm's name and telling what its product was. We made the booths from packing cases, using 1 x 2's seven feet long at all four corners.

We used inexpensive material for covering and draping and stuck to neutral colors throughout.

The booths were spread out from the entrance of the store to the extreme rear, so as to give everyone a full view of the exhibits and still show them the size of our store and the amount and variety of the stock we carried.

Some good features

An interesting feature of the exhibit was the use of panels which showed the evolution in the manufacturing of scissors, pocket knives, household knives and razors, files and other tools. Another panel which showed how keys manipulate locks and one which showed how abrasives are made and used to best advantage, attracted a great deal of attention and comment.

The cost of the exhibit depends very largely on how much

(continued on page 64)

Some hardware hunches that mean more business

THE DISCOVERY OF THE MUSICAL SAW WAS AN ACCIDENT—BUT DEALERS HAVE TURNED THE ACCIDENT TO ACCOUNT AND MADE MANY EXTRA DOLLARS

By C. L. Funnel
ILLUSTRATED BY PAUL REILLY

NE NOON about eight and a half years ago, a carpenter was sitting on a sawhorse finishing a sandwich. It was a good sandwich, and he chased it with the last swallow of coffee from his flask, put the coffee bottle in his lunch pail and lighted his pipe.

Then he picked up his crosscut saw and began looking its teeth over to see if anybody had borrowed it to bisect a nail. The teeth looked all right, and it struck him that it was a pretty good old saw. Nice steel in it!

He shoved the handle of the saw between his knees and bent the tip over to examine it more closely. Some flexibility! Then he hit the saw with his knuckles. It gave a clear, musical note.

An accidental discovery

While the saw still sang, he bent it some more, and the pitch of the note went up. Unbending it lowered the note. The musical saw was discovered!

Today musicians in college glee clubs, musical comedies and in vaudeville are entertaining enthusiastic audiences with sawmusic. Some of them use a xylophone hammer to whang it. Others rub the edge with a violin bow.

But there are two outstanding facts about the whole business that are really interesting.

The first is that the trick is really very easy to do. You can pick it up in a few hours, and unlike the process of learning to coax music out of mandolins and saxophones, saw playing is fun from the start.



Everybody loves to try things out
—and that means more sales of
saws and xylophone hammers

47

And here's the other fact that stands out: This interest in saw music and the natural love of everybody to try things for themselves can be turned into saw sales in the hardware store.

One way to get it going—a way that has been tried and



Tilden's a good business man, but he would have done better if he had asked Bill what he was making

found workable—is to get a picture of a saw, professional or of an amateur performer, preferably locally known, and hang it up with a sign that says the trick is easy with the saws sold here. A stock of xylophone hammers can be moved fast at the same time. Those retailing at from 15 to 25 cents work very well.

Once you get the local high school started on saw music you'll be surprised how fast the craze will spread. And when a performance featuring a saw act strikes a nearby theatre, it lines your sales right up!

When I got home the other

night there was an industrious noise in the woodshed next door. I'm not curious. But I'm neighborly. So I stepped over to inquire.

Bill Crowley was bending over an aggregation of boards. and seemed to be screwing 'em together,

"It's a bookcase," explained Bill, looking up. "The cat's mouse trap, what?"

A boost for Tilden

"Absolutely," I agreed.
"Where'd you get those screws.
Bill? Look like the size I need
for a shelf I'm making."

"Say!" said Bill, deeply touched. "I got those screws at a regular place. I went into Tilden's hardware store down the street and told him I needed some wood screws. I didn't know whether I needed number 20 X or ten-penny or nuxvomica screws. I was sort of afraid he'd laugh at me. didn't, though. He handed me this package of assorted sizes Just what I want. Got 'em all wrapped up for you, Tilden has."

And I just had time to run down to Tilden's store before dinner.

Coming back I thought about Tilden, and Bill, and the assorted; screws. You have to admit that Tilden's a good business man. But wouldn't he have been a better one if he'd asked Bill what he was making?

"Bookcase," Bill would have said.

And then Tilden could have sold him sandpaper, stain, varnish and brushes with which to finish the job he was starting.

Monthly cash prizes for the best ideas from hardware men

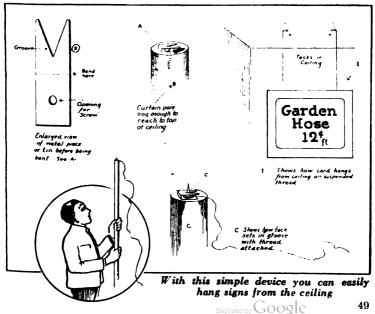
GOOD HARDWARE pays \$10.00 in cash each month for the best idea submitted by anyone in the hardware business. In addition \$2 will be paid for all other ideas pub'ished. Address THE IDEA EDITOR, GOOD HARDWARE.

A handy pole for hanging signs from the ceiling, \$10

Following is a description of how we made a handy pole for hanging card signs from high places without the aid of a step ladder. The first need is a pole of some kind long enough to reach to the ceiling. The second requirement is a piece of tin or other metal cut to the shape of drawing X in the upper left-hand corner of the accompanying illustration. This

tin is then bent into the shape shown in the upper center of the drawing and is screwed fast to one end of the pole.

When you want to suspend a sign from the ceiling, you put a large carpet tack in the groove in the bent tin, and fasten your string or thread to it. Then give a quick upward jab, sending the tack into the ceiling. Repeat this with a second tack at the



required point. Next fasten two ordinary pins in the back of the sign and tie the two hanging threads to them and your sign is hung.

In this way signs can be hung from high ceilings over counter displays without the step ladder and the usual trouble of climbing about the store.—E. A. H.

Sharper edges make faster pocket knife sales—\$2

Sales of pocket knives can be made more quickly and more easily if you put a slight edge on each blade as soon as the knives come into the store.

Did you ever notice that most pocket knife prospects, when looking at knives, feel the edge of every blade and that they judge the "mettle" of the blade by the feel?

Of course this is absolutely no test. But just to see what effect it has, put a cheap tin-bladed knife with a keen edge by the side of a high grade piece of cutlery with no preparation, and the customer will usually put back the good knife and select the poor one.

Knives usually come from the factory without good cutting edges. They lack that fine little pull right on edge that says,

"Take me" to the customer. Try this: have a small, medium smooth oil or water stone and every time new knives are received, give each blade a few strokes, holding it at a pretty sharp angle so that you do not mar the polished surface. See that the edge feels right, wipe it off good and clean, and it is ready for business. Its keen edge will sell it.

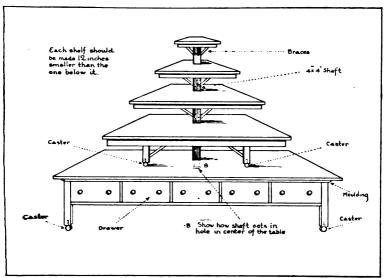
This may seem to take up too much time and trouble, but just compare it with the time ordinarily used to sell one knife, and see if it is not a saving of fifty per cent. The sales, too, should increase that much. Many customers will buy the very first knife that they pick up.

Butcher knives and other edged tools will respond to the same treatment.—D. E. MEAD.

A portable revolving pyramid to display hardware—\$2

The accompanying drawing is for a portable revolving pyramid stand on which you can make good displays of many items of hardware. This stand is easily and economically constructed. Make a table eight feet square and about two feet high, and put casters in the four legs so that it can be moved about. There is

room for four wide drawers under the table, if you want them. Next make another table 16 inches high, also equipped with casters so that it and the other shelves above it may be made to revolve independently. The legs of this table should be placed at least 16 inches from the corners of the bottom table so that the



This revolving pyramid can be made in the store for use in displaying a variety of articles

casters will not interfere with goods placed on the lower table.

The shaft running through the shelves is made of a 4 x 4, to which all of the upper shelves are securely nailed and braced. There is a shoulder cut on the lower end of this shaft, leaving a round tendon two inches in diameter and four inches long. This tendon fits into a two-inch

hole in the center of the lower table, which holds the shaft and upper shelf in position while it is being revolved.

This pyramid display stand will be found useful in almost every hardware store. As it is easily moved from one place to another, it can often be used to display goods before a plate glass window.—B. F. CLARK.

Prices his screen wire by weighing it—\$2

I have read the article and looked over the table on how to sell screen wire, published in the April issue of Good Hardware, and I think I have a better way. At any rate I like it better.

Take a roll of 24-inch screen and weigh it. This will tell you what it is worth per pound. Then add your percentage and when you cut off a piece, say 3 feet, 2 inches, all you have to do is to look at your scales. If it is 30c. per pound, you get paid for all that you cut off. Thirty cents per pound is 3c. a square foot and 40c. is 4c. a square foot.—



EASY

"What's all dat noise gwine on ovah at you' house last night?" asked an old colored woman of another. "Sounded like a lot o' catamounts broke loose."

"Dat? Why dat was nothin', only de gem-man from de furniture store collectin' his easy pay-

ments.'

Customers are one thing, profit is another—it takes both strings to make music on the harp of business.

SAFETY FIRST

Traveling Man: If young Jumble makes so many mistakes, why do you still keep him around the place?

Merchant: Oh, if I fire him he'll only be showing up one of these days as one of those effi-

ciency experts!

When you save a dollar you are paying an I. O. U. to your future.

EXASPERATING

"My husband made me bring back this door check," said the meek-looking woman, as she dropped a package on the counter of the Easymark Hardware store.

"What's the trouble with it, madam? Did your husband find it defective?" queried the pro-

prietor with all the politeness he could muster.

"No, sir," the meek-looking woman replied. "He objected to it because whenever he went out of the house mad it prevented him from slamming the door."

REASON

Inquisitive Old Gentleman: And what are you digging for, my good man?

Digger: Money.

"You don't say so! And when do you expect to find it?" "Saturday night!"

HOME RADIO

City Man: Have you a wire-

less set in your home?

Henpeck: Well, we have a broadcaster and a receiver. Henrietta does the broadcasting and I do the receiving.

FINE

"Oh dear," sighed the young housewife, "I wanted to buy one of those big kettles, but I see it's against the law to use them."

"Madam," replied the hardware dealer, "I'm a law-abiding citizen, and I never sell anything that

the law doesn't allow."

"You ought not lie about it," replied the young housewife, "doesn't that sign next to the kettle read: Fine for cooking in."

SELF STARTER

"My wife waits for the least little thing on my part to make trouble."

"You're lucky—mine's a self-

starter."

ECONOMY

Husband: Excuse me, dear, but don't you cook much more for dinner than we can use?

Wife: Of course! If I didn't, how could I economize by utilizing left-over dishes?

ing lett-over dishes:

When we refuse to meet an emergency it is apt to overtake us.

TURN ABOUT

Widow: That boy of mine is simply turning things upside down. What would you advise me to do?

Crusty Bachelor: Ditto!

THE CONSTITUTION

Doctor: It's only your constitution that has pulled you through.

Patient: I hope you'll bear that in mind, doctor, when you

send your bill in.

He is rich who owes nothing.

POOR HORSE

"I should think a horse would be the saddest animal in the world."

"Why?"

"He always has to hear the driver's woes."

FATHER'S BUMP

Phrenologist (to boy client): You have a remarkably large bump of filial affection, my lad.

Boy: Please don't press it so hard, sir. It's where father hit me over the head.

TOO BUSY

"Mamma," asked Freddie, "are we going to Heaven some day?"

"I hope so," was the reply.
"I wish papa could go, too,"

continued the wise little fellow.
"Well, don't you think he will?" asked his mother.

"Oh, no," replied Freddie; "he couldn't get away from the

store."

REVERSED

Wifie: Jim, I've got a lot of things I want to talk to you about.

Hubby: Good. I'm glad to hear it, Usually you want to talk to me about a lot of things you haven't got!

WORSE

"My wife has a terrible mem-

ory."
"Why? Doesn't she remember anything at all?"

"Worse! She remembers every-

thing."

START RIGHT

Uncle: Now I'll teach you to milk the cow.

Niece (from the city): Oh, uncle, I'm afraid of the cow. Couldn't I learn on the calf?



Boy: I want a five-cent box o' tacks.

Dealer: Tacks went up this week, boy.

Boy: Well, gimme a box from last week.

PASSING THE BUCK

X.: How did the accident oc-

Y.: Each expected the other man to be the careful driver.

ON HIS FEET

Smithers (just recovered from illness): The doctor said he'd have me on my feet again in three weeks.

Friend: Well, he did it, didn't

he?

"He sure did. I had to sell my automobile to pay his bill."

Our greatest glory is not in never falling, but in rising every time we foll.

THE WHITE SHEEP

"That youngest boy of yours does not seem to do you credit, Uncle Mose," remarked the minister to one of his Negro parishioners.

"No, sah; no sah," replied the

old man, sorrowfully. "He is de wurstest chile I ever had. He is mighty bad. Fact, he's de white sheep of de fam'ly, sah."

WHO'S RIGHT?

Hardware Dealer (rebuking clerk for rudeness to a customer): Smith, you must remember a customer is always right.

Smith: Well, sir, he said you

were an old shark.

Think of each dollar as one chance to win success. Who would throw away a good chance?

BROKEN

"What's the matter, dear?" asked the mother of the weeping child.

ing child.
"Willie's broken my doll,"

wailed the child.

"The naughty boy-how did he do it?"

"I— I— hit him on the head with it," sobbed the youngster.



Mrs. Broody finds a new use for her boy's kite.

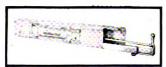
KNAPE&VOGT

CLOTHES CLOSET FIXTURES



Free Window Display

This free window display will bring you customers. Shows at a glance the use of the fixtures. 50 inches wide, 30 inches high. Stands up on heavy wings at ends.



The Line That Is a Constant Seller

Sell Because:

- they appeal to everybody.
 their function is to maintain order in clothes clos-
 - -they keep garments in first-class condition.
 - -they save space.
 - -they eliminate trouble.
 - —they are adaptable to old houses as well as to new ones.
 - -they cost but little.
 - —they are easy to install—only tool needed is screw driver.
 - —they are handy to sell—come in individual boxes.
 —they save their cost many times in preservation of clothing.

These fixtures are sold only through hardware dealers. If you are not getting your share of this trade, start at once by using the coupon below.

Special Introductory Offer

For the convenience of dealers we have prepared a special package containing a complete set of fixtures, 22 in all, and one mounted sample. Free window display is sent with this package. Outfit costs \$25.65; sells for \$51.50. Send no money. Bill payable in 30 days.



Fill in and Return Coupon

KNAPE & VOGT MANUFACTURING CO.

Grand Rapids, Michigan

COUPON

KNAPE & VOGT MFG. CO., Grand Rapids, Mich.

Gentlemen: Please send me Special INTRODUCTORY PACKAGE described above, containing Window Display and twenty-four fixtures in different sizes to meet all requirements.

Address

The great simplification movement

(CONTINUED FROM PAGE 12)

Another manufacturer has reduced his variety of levers from 20 to 1. Besides eliminating waste he has simplified the lever repair problem.

The paint and varnish people have decided on a program whereby they will reduce the number of sizes and colors by about 35%.

A clock manufacturer was formerly listing 600 varieties, styles, and finishes of clocks. He has been able to reduce the number to 80 and is still taking care of all his legitimate trade.

A dry cell manufacturer has cut his sizes from 17 to 6, without any appreciable loss of trade.

Flashlight batteries have been reduced from 30 to 8 different varieties.

A manufacturer of hammers and axes has reduced his variety of finishes, sizes, and styles from 2.752 to 761.

A pocket knife manufacturer has reduced his individual items from 1,500 to 300 with a great saving to himself and to his trade.

A wheelbarrow manufacturer has reduced his styles of wheelbarrows from 42 to 16.

Tap and die manufacturers have reduced their lines approximately 50%.

Simplification in the air

Saw manufacturers have eliminated the slow movers with great satisfaction to the trade.

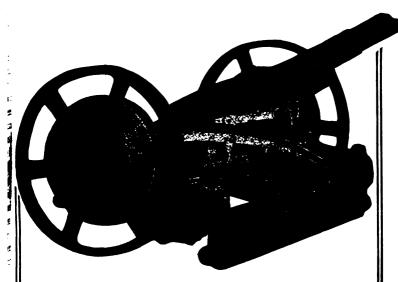
Simplification is in the air. This important movement is re-

ceiving consideration to-day as it never has before. The leaders in the hardware industry are carefully studying their lines with a view to eliminating preventable waste. Every consideration is given to allow sufficient variety for actual needs, uses and demands. The National Retail Hardware Dealers' Association has been in the forefront in this movement, and hardware dealers are to be congratulated on having an organization of such character and foresight to look after their interests. thanks of every dealer in business are due the President, M.: C. H. Casey; the Secretary, Mr. Herbert Sheets, and to others. for the splendid work they have done in furthering simplification in hardware. This elimination of waste will ultimately save the distributors, retailers. and consumers many thousands of dollars.

Manufacturers are at work

Many manufacturers are now at work simplifying their lines. Some are doing it individually, while in other cases, the industry as a whole is at work. When this problem is once properly worked out, a hardware dealer will be able to conduct a business successfully with considerably less investment and with a greatly reduced number of varieties and items. This will make possible a more rapid stock turnover and better profits.

With the simplification of varieties must go the simplification of methods. Without the latter the dealer will get but little of the benefit of the movement.



Serviceable— to the second generation

Today there are many families of the second generation whose Coldwell Lawn Mowers, handed down to them, are still rendering superlative service.

This is but a natural consequence, since every machine ever made by this 57-year-old organization contains material and workmanship which last for years.

Thomas Coldwell had a veritable passion for this fine material and workmanship. This spirit, which was instilled into his men, goes with equal intensity into the Coldwell Lawn Mowers you sell today.

They are made to endure, to serve faithfully, and to continue making beautiful lawns for their second generation of owners.

COLDWELL LAWN MOWER CO. NEWBURGH, N.Y., U.S.A.

Hand, Horse, Motor and Gang Mowers

"COLDWELL-The Logical Lawn Mowers to Sell."

Order Now For Fall Delivery

SHERWOOD TRADE TIP No. 5

Opinion is general among those who make a business of forecasting that we are headed towards a repetition of the Fall "jam" of 1922. You can't get away from the facts.

- Manufacturers, Wholesalers and Retailers are not extending themselves beyond their immediate needs.
- 2. Employment is steady. Wages good.
- 3. People have money and they will spend it, particularly on the children at Holiday time.
- 4. There is no overstock, no over production.
- 5 Prices are steady, fears of a break unwarranted by facts, confidence is strengthening.

There is no likelihood of a price decline, but the chances are strong for a demand in excess of the supply. A word to the wise is sufficient: Insure delivery by placing your Fall orders now.



SHERWOOD BROS. MFG. CO., INC. CANASTOTA, N. Y.

Simply reducing the number of items will not accomplish much unless the retailer refuses to duplicate brands and lines. If the manufacturer cuts his number of items by one-half, and the dealer stocks two lines where he formerly carried one, he is gaining nothing.

Cooperation is needed

There must be simplification all the way down the line. To get the benefit, the dealer must buy intelligently. He must keep slow movers off his shelves. He must keep from duplicating lines and products. He must sell intelligently and keep all his stock moving. If he is to get any of the benefits of simplification, he must cooperate with his manufacturer and jobber, and put into effect the simplification measures as soon as they are adopted and must adjust his stock accordingly. Simplification will go a long way in bringing down the overhead and in increasing profits.

Which hardware lines have too large a variety at present? Which have too many sizes, finishes and designs? Which do you think could be cut down without the loss of trade? Write GOOD HARD-WARE a letter telling which line or lines of hardware you think ought to be simplified. In the last analysis it is always the dealers who determine such You can make your influence felt.

Dealer sells paint and painting knowledge

(CONTINUED FROM PAGE 37)

few, and the exceptions among consumers are fewer.

Before Los Angeles began to overrun vacant lots and acres of unimproved land Grotthouse decided that his store could make money from a real paint department. First, he would have the visible evidence; second, he would create an influence in the minds of the people to back it up.

He moved the paint from the half-hidden alcove and rented more space next door. He got extra show window space, and a wide doorway cut in the wall led to a room where paint could be displayed and sold best.

Merely having a large paint stock and knowing the subject from A to Z would not, however, have built up a business so many times greater than it was before. It was "given a chance." It required a good deal of work and patience.

Talked paint to all

In each person who came into the store for paint Grotthouse saw a chance to "educate" a consumer. He figured that if a person had a home that home would at some time be needing a coat or two of paint; and if they did not own a home there might come a time when they would build one - and that would mean an order for paint. At any rate, there were many odd jobs about the house that would require paint or varnish: and if he helped the party with Digitized by GOOSIG

those jobs it might lead to the sale of something else, a range, a fireless cooker or some other large item.

His manufacturers put demonstrations in his store and they were also advertising in popular magazines to the con-As a result, hundreds of first-time painters were coming into the store. Instead of merely learning what the customer wanted—or supposed he or she wanted-Grotthouse began to take pains to find out just what the paint was to be used for. It meant stringing out a sale many times from a three-minute affair to a half hour or more—and a purchase, at the end, of possibly not more than a quarter or a half dollar.

Knew paint uses

At the same time there might be contractors or carpenters waiting in line, men whose bills would run up into hundreds of dollars. Still, no paint sale, however small, was slighted. Grotthouse knew that various surfaces and conditions called for various coverings and treatments. Whether it was the old bedstead or an old chair that had a value of less than a dollar, he knew that there was only one "best" preparation for each He knew that if the job job. wrong he would blamed, at least partly, whereas, if the job turned out right the painter would show it to friends.

More than one party went into the store expecting to be handed a can of paint and to have his money quickly accepted because of the small amount and was surprised to receive a "lesson" in painting. In a few years the number of people thus handled grew larger and larger.

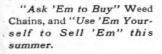
Early in his campaign to put his "pet" on its feet this hardware man got in touch with almost every painter in his community. He gradually learned of the ability and integrity of each and began to cultivate a group of them, men who were interested in giving their customers commendable work and who knew enough of selling to talk quality rather than price alone. By extending credit to them in proportion to their ability and manner of meeting obligations, and by keeping strictest watch on their accounts and jobs, he not only developed them into customers but managed to keep his credit situation well in hand. He found out what many other hardware men know, that the painter is not always a business man of first water and that no matter how willing and eager he is to meet his bills, he sometimes finds that he is not making money enough.

He included this in his campaign. He showed the painters how they could figure closer and better and thus give their customers better jobs while they were making more money for themselves. The painters appreciated the help from a man who knew their business as well as his own and gradually the Grotthouse paint department became what it had set out to be -a place not only for buying paints but also for finding out what to use and how to use it.

The Sign that Sells Weed Chains When it Rains

"I am selling more Weed Chains on rainy days by sticking the attractive 'We use 'em ourselves' sign on my window and on the windshield of my car that stands in front of my store" was the valued advice we received last month from a wide-awake dealer.

Use this idea yourself, Mr. Dealer, and you will increase your sales of Weed Chains this summer. Copies of the sign will be promptly mailed on request.



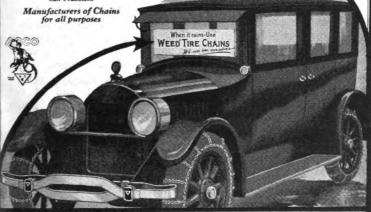
American Chain Co.

INCORPORATED

Bridgeport, Connecticut

In Canada:
DOMINION CHAIN COMPANY, LIMITED
Niagara Falls, Ontario

District Sales Offices;
Boston Chicago New York
Philadelphia Pittsburgh
San Francisco



When it rains-Use
WEED TIRE CHAINS

We use 'em ourselves

EED TIRE CHAINS

What ten dealers do with auto accessories

(CONTINUED FROM PAGE 17)

and mechanics with hardware. Practically every one of these customers has from one to six autos, yet the hardware dealer never thought of selling these customers accessories. have whole fleets with their own garages, and do nearly all of their own repairing. Here is a fine opportunity for an industrial or mechanics' auto accessory business, especially since the car and truck owners al-*ready come into the store for many of their regular hardware supplies.

If this dealer would set two good modern displays in the open space in the center of his store and stock a good line of accessories, he could go after the industrial business which his competitors now get—and he could take a trip to California each year on the profits made in the accessory department.

8. This dealer never promotes business

In a small town in Illinois is a hardware dealer of the old school. He sells only the things he has calls for. He never promotes a line. Most of his business comes from farmers, who have one to two autos each. Many of them do their own repairing and tinker about their cars a great deal. They are regular buyers of accessories, but they get them from this

dealer's nearby competitors.

Of course no one ever calls for accessories in this store. His competitors have promoted accessories for years, so when the farmers think of accessories they never associate them with this particular hardware store, but always think of the other hardware stores and the garages.

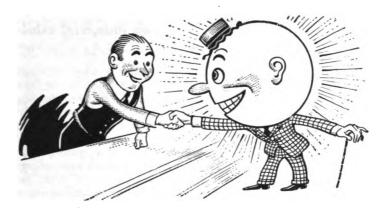
As long as this condition exists, no one except an occasional stranger will ever ask for accessories in this store. If he were to put in a line, display it, advertise it and talk about it, he would soon be getting calls for accessories.

9. Display put this department across

One of the biggest hardware stores in New England put in a line of automobile accessories some years ago. Nothing startling seemed to happen. The automobile accessories were kept in the back end of the store. Nobody knew much about the line and sales were pretty slow.

Finally the proprietor got hold of a man for the Sporting Goods Department who had an intimate knowledge of automobiles. He grouped the sporting goods and the automobile accessories together. He had the local sign man make up a nice sign, reading—"Automobile Accessories"—which he hung up over the department. It was prominent enough so that it could be read from any part of the store. A part of the win-

ć



Your Partner in the GOGGLE business!

Meet Old Sol—your partner. He co-operates with you in selling goggles. Just as sure as rainy days make umbrella business, sunny days make colored goggle business.

Put a display card of Willson Goggles in the window and another on the counter near the front of the store. Everybody needs goggles for protection from sun, dust, wind or glare. Give your customers a reminder and they will buy. They sell on sight.

Order through your jobber. If he cannot supply you, we will send you the name of one who can.

WILLSON GOGGLES, INC., Reading, Pa.



dow space was frequently given to automobile accessories and the line came in for a share of the newspaper advertising.

Within a short time, people began to say: "Why, I didn't know you carried automobile accessories!" Sales began to improve. Today the department is an important one, showing a nice turnover and a substantial profit. As long as the department was an orphan, it didn't thrive well. As soon as the management paid some attention to it and took it seriously, the public began to take it seriously.

10. Sold accessories after standardizing

In a large town of Indiana is a conservative yet very successful hardware store. This store never takes on a line until it has gone through the experimental stages. The manager says there is no money in carrying goods that are constantly changing, because you are regularly junking part of your stock.

But he carries a good line of accessories. When I asked him whether he was satisfied with his accessory department, he replied, "For a long while we did not carry accessories, but the accessory line is now down to bed rock. The various items are fairly well standardized and dependable. A year or two ago, therefore, we put in a line of We are pleased accessories. with the results and are satisfied that accessories really belong in the hardware store."

Clark Hardware Co. puts on an industrial exhibit

(CONTINUED FROM PAGE 46)

promotion is done for it and how much effort is put into it. Some of the items which go into the cost are newspaper advertising, booths and decorations. lighting, and souvenirs. venirs, such as paring knives. key rings, small cans of metal polish, sandpaper and yardsticks are quite inexpensive and also quite popular. I believe that they are an attraction which tends to promote good feeling toward the company which uses them. Every souvenir should. of course, bear the name, address and telephone number of the store which gives it out. These are the normal expenses. They may be increased or cut. depending upon the size of the exhibit desired. An attractive. interesting and worth-while exhibit, however, can be produced at a cost not to exceed \$300.

Brought new customers

The results from the exhibit more than justified the expense to which we went. The returns on our investment were quite substantial, aside from the great amount of publicity we received and the new customers who were attracted to our store. was a week during which terested and observing crowds were continually passing through the store and moving about the exhibit through the various booths. Some bought, some left orders for articles for later delivery, and others simply walked



Faultless BALLS

Sponge Baseballs and Tennis Ball Improved Wearner Practice Golf Ball Rubber Play Balls of all kinds

Live merchants the country over are making money handling Faultless Balls. These balls are all fast sellers and net the dealer good profit on a rapid turn-over.

The Faultless Ball line is widely varied. Three big leaders, Faultless Sponge Tennis Ball and the two Faultless Sponge Base Balls, have made a great hit—Sponge rubber clear through—WILL NOT DEFLATE—will not become lifeless—full of fast, snappy action—sold at very attractive prices. Another big seller in this line is the Improved "Wearever" Practice Golf Ball retailing at 20c each, which most players say is equal in every way to a regulation ball-standard weight and size-WILL NOT CUT (guaranteed)—perfectly centered and balanced, making it very accurate in play from the time it is driven off the first tee until it is "holed-in" on the eighteenth green.

WRITE TODAY for

Faultless Price List No.

Tear out this page, put your name and address on the margin and mail it to us by return mail and we will send you Faultless Price List No. 123, which describes the above and all other Faultless Play Balls, as well as Faultless Toy Balloons and Faultless Rubber Toys. This Price List No. 123 is printed in four colors, profusely illustrated and is the most complete price list issued on these lines of goods.

Faultless Toy Balloons

Faultless Toy Balloons are handsomest the handsomest looking, finest quality and best sellfinest quality and best sell-ing ballooms on the market —all kinds, shapes and sizes—a big line of just the kind of balloons to make money for the merchant who handles them—fully described and illustrated in Faultless Price List No.

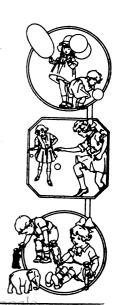
Faultless Rubber Tovs

Under this heading in Fault-less Price List No. 123 you will find pages of illustrations and descriptions of the finest line of rubber toys made in America — both Faultless Pneumatic Rubber Toys which inflate and deflate at will and a large assortment of Faultless Moulded Rubber Toys.

Any display of these most attractive rubber playthings secures instant attention from your customers and results in many profitable sales. Write us today to send you Faultless Price List No. 123, giving full details regarding this profitable merchandise.

The Faultless Rubber Company

57 Rubber St., Ashland, Ohio, U.S.A.



around getting acquainted with a store they had, possibly, never noticed before. We saw many unfamiliar faces - industrial workers from the nearby fachome-owners. tories. houseprofessional students, men and even children and aged people. I suppose that approximately 15,000 people visited the store during the week of the exhibit, the two Saturdays, of course, accounting for the heaviest crowds. And almost every one of those 15,000 people is either a customer or a good prospect for us. In view of this fact our expense can hardly be rated as excessive.

We did not look for an increase of sales during the exhibit, but when we checked up we found that sales had increased by approximately 20%. This more than took care of the expense of the exhibit and, in addition, we were all the publicity and new prospects to the good.

Experience justifies it

We realize that an Industrial Exhibit is a new departure for the hardware store, but our experience has shown us that it is quite worth-while. It brought us a great many visitors who are now acquainted with our store and our method of looking after our customers' needs. It is rarely, if ever, that a person comes into a hardware store just to look around. Most people come in with some definite need in mind, and it requires carefully trimmed, and frequently changed windows and interior displays to make them realize that there are other hardware articles than those for which they are looking at the moment. The exhibit acquaints people with the store's stock and with its thoroughness in doing business. It impresses the store on the person's mind, while it gives him a chance to look around without feeling obligated to buy something.

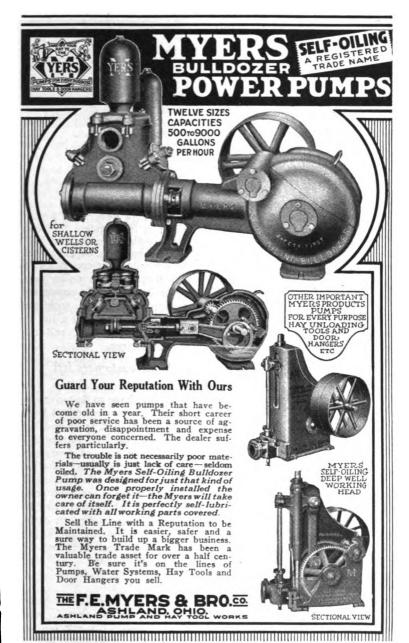
Made a hit

Since the close of our exhibit we have received a number of letters and telephone calls from industrial concerns in and near Elizabeth, thanking us for the things we have taught their workers. The men who came in learned a great deal about tools and their uses, which made them more valuable to their employers and this, of course, reacts favorably on us.

We are so well satisfied with the success of this first Industrial Exhibit that we are going to run another next year, probably in the Fall instead of in the Spring. Of course, we'll try to make it bigger and better and we'll vary it sufficiently to make it valuable even to those people who attended it this year. If we do no better than break even financially on the exhibit itself. we will still be all that free advertising ahead of the game and the additional good will we'll build up will pay us, sooner or later, in dollars and cents.

What happened at the Richmond Convention? See page 33.

Loogle



How Carr changed from credit to cash

(CONTINUED FROM PAGE 41)

I WOULD APPRECIATE A CHARGE ACCOUNT.

I WOULD RATHER PAY CASH IF I CAN BUY MORE CHEAPLY.

A few replied that they would like charge accounts; but eleven times as many voted for cash and the lower prices. Therefore, commencing next Monday, we shall do a strictly cash business with rock bottom prices.

Some reductions now in effect are shown on the next page. We are working nights making further cuts. Your vote has convinced us that the greatest service we can give

vou is full value.

Please be a bit patient with the congestion while alterations are going on. When we get through we hope to have a store, a stock and prices that will be a credit to the neighborhood.

Yours for full value, Wm. C. CARR.

In addition to the votes a number of suggestions came in with the postals. These were used to impress the people with the fact that those who bought best preferred to trade in a cash store. The following chosen for reprinting on a circular enclosed with the letter to show some of the price reducmade possible by the tions switch to cash:

Pay Cash and Save Money

Here are some remarks sent

us by your neighbors:

Cash is king. Cash beats credit.

I have always felt that the

cash price should be lower than the credit price.

Your idea of cash business is right. I, for one, trade where cash meets cash.

We always pay cash. We

think it the better way.

Give us A-1 prices. You buy where you can do best. Why not us?

We have to go where we can do best in order to make our money go as far as pos-

sible.

Cash all the time may mean small profit, but the buyer and seller will never go broke. Each is independent and can always say "Good Morning" on the same side of the street.

In order to offer concrete evidence that the cash policy was to be of benefit to the customers the circular enclosed with the second letter contained a list of items with old prices and the new cash prices.

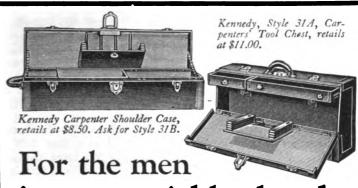
Some customers left

The reductions meant that Carr would have to do twice the volume of business he had been doing, but he had faith and his success has, so far, proved his case. There was, of course, a slump for a couple of months. Some people who asked for credit, the home-owners and contractors who had always had it, resented the insistence on cash.

"That plan's all right for the small fellow," a contractor of standing would say, "but I've just got to do business on a credit basis."

It required an explanation not only to the effect that it was unfair to make any exceptions, but that the contractor would make more money if he bought

Digitized by GOOGLE



in your neighborhood

Here are sight drafts for \$8.50 or \$11.00 on all of the men in your neighborhood who carry carpenter's tools. It is not at all unusual for dealers to be sold short of Kennedy Carpenters' Tool Chests and Shoulder Cases without any selling effort on their part. A Kennedy display in your window brings the men in your neighborhood into your store. Let them examine them; point out the fine features; show them why they are the cheapest, because most durable, practical and convenient. Made of strong steel, yet light in weight. Lined with three-ply wood veneer to protect sharp tools. Corners and ends reinforced with strong steel bands. Finished in leather-brown baked enamel, and fitted with first class lock and side catches.

Write your jobber today for samples at a generous discount

Style 612, Kennedy Tackle Box, retails at \$3.75.



There is a Kennedy Kit for every need. All of them beautifully finished, durable and weather-proof. They are made of steel, but look like leather. The ideal carrying kit is a Kennedy, because compact, yet spacious; light, yet strong; reasonably priced, yet the most satisfactory sort of carrying receptacle.



Made by

Kennedy Manufacturing Co., Van Wert, Ohio

Say you saw it in GOOD HARDWARB

at cash prices. Sometimes they walked out; but there are more of them buying from the store today than ever before.

"I haven't got the money with me," another party would say. "I know you ask for cash, but I'll run over tonight and pay it."

Such an appeal was answered with the policy of fairness. The party was told that any goods leaving the store and not paid for at once meant a sale on credit, and it was going to be hard to know where to draw the line: that once the bars were let down, even for so small an exception, deeper infringements would be made. Some of these people went away, but the appeal of better prices was depended on to bring them back to us.

Over the store front, in the rear inside, on the walls, on the trucks and in other places appears the slogan which ties the cash plan up with saving to the customer in these words: "Pay Cash and Save Money."

One price to all

Another slogan that is a twin for the above is: "One Price To Every One." Carr considers this of greatest importance, next to the cash slogan. In some stores the contractor gets a "little off" the regular prices. In the Annandale Hardware Store he gets no price favors that are not open to the individual. For one thing, the contractors in that community are not of the larger class: for another, the store wishes to let each customer see that he fares as well as the next one, that there is no price" on "inside anything. Hence the worth to the store of the slogan quoted.

Of course, when a contractor buys \$25 or more worth of finishing hardware he gets a discount: but so does the private party.

"Did you notice that man." Carr asked as a man left the store with two large packages of hardware. "Well, there's an example. He's a fellow who built his own home, not a contractor, and he got the same prices as a contractor or carpenter would. He paid cash, got the advantage of the prices that the amount purchased entitled him to and kept coming in for materials and tools as the iob went along. There are dozens like him.

The value of good will

"In that time we earned his good will. When his house was finished he came in, looked at gas ranges and bought one. He bought other smaller wares, and I think he'll keep coming-possibly, in season, he'll buy a refrigerator.

"In trying to deal with contractors-and we have lost very few bids-the house-owner is often overlooked, according to our observations. When one of our 'neighbors' out here builds a house he is going to be in the market for garden hose, paint, stoves, lawn-mowers and other things. That's why we go after him with the same price advantages that we would offer to the regular contractor: he's decidedly worth cultivating."

A raw material

that helps sell the finished product



I F the products you sell are made of rust-resisting Armoo Ingot Iron, you have a telling sales point.

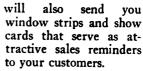
Stoves, washing machines, refrigerators, table tops or galvanized ware, all last an extra long time if they are made of this metal.

Most housewives are familiar with the enduring quality of Armco Ingot Iron, because it has been nationally advertised for many years. Other things being equal, customers prefer a product made of this iron rather than some nameless unknown

Free Armco Advertising Aids We have prepared several Armco Advertising Aids that will prove of practical sales help to you. They help link the effect of your own sales efforts with the weight of a nationallyknown name.

We have an electrotype of a size and type suitable for use with any newspaper advertisement. Sent with this is a leaflet of suggested paragraphs for use in your own advertisements.

We



All this material is yours for the asking. Just drop us a line.

The American Rolling Mill Company, Middletown, Ohio



"We can repair anything," brings dealer success

(CONTINUED FROM PAGE 31)

"In all repair work, accurate cost-estimating is essential," Mr. Gear says. "I do not overcharge, but I look over every job carefully and I put my figure high enough to insure a just profit. If a job has uncertain angles and I cannot figure the extent of the work, I make an estimate which depends upon the time, material and number of workmen involved. I am usually able to make a good, rough appraisal and I place my price so that I will make money on Sometimes I lose, the iob. through improper planning, but if I do I stick to the figure I submitted and take my loss. A few of these experiences taught me to make my estimates more carefully. No customers expect a repairman to work for nothing, but they want to get the work done as cheaply as possible. The thing to do is to prepare the mind of the customer for an amount that is right. Then the payment comes easy."

Shares profits

Gear has adopted the policy of allowing his employees to share in his profits. His bookkeeper and several of the clerks in his store, as well as the workmen in his shop, own shares of stock in his corporation. The results of this plan have been outstandingly beneficial. The employes have his interest at heart because it is also their interest, and they give their best efforts to the business as a matter of course.

Gear pays his mechanics straight weekly salaries with no lay-off days. This plan is not followed by some dealers, but Gear thinks it is a good one. His men are never worried, because they know definitely what they will earn each week. They plan on it and the certainty of a sufficient earning keeps them contented and working at their best.

Fun in hardware

Another feature of Gear's success is the fact that he is an active leader in his business. He opens his store himself before eight o'clock every morning. After reading his mail and getting the day started, he goes out to breakfast. From 9:30 on, for most of the balance of the day, he is in the field, investigating jobs that have come in and making estimates and preparations for work. He returns to the store at noon, spends the afternoon on outside jobs and returns at the end of the day in time to close up the store.

He gets a great deal of fun out of his work and insists upon smiling faces at all times. If a clerk comes in with a grouch he sends him out for fresh air with orders not to return until his grouch is gone.

"There is fun in the hardware business," says Gear. "It is fun to be a part of the building up of things. There is fun in repair work because it corrects faults and injuries. To be a satisfactory part of life—to do a genuine service and to continue to give this service—to have some fun—to be paid justly—to

Mah-Jongg Announcement



Mah-Jongg Junior \$5.00

Others retail at \$10, \$16, etc., etc.

In addition to the eleven styles we import from China we now offer:

Mah-Jongg Junior \$5.00 Retail

A complete American made set with tiles of beautiful enamel finished composition surface, mounted on wood pulp.

Mah-Jongg Midget \$2.50 Retail

A complete American made set with cardboard tiles printed in original colors—and set of racks.

Made in America to supply the tremendous demand for lower priced Mah-Jongg sets. These will be immediate big sellers and this Christmas will be your best sellers.

Packed in brilliant and beautiful containers—the "Midget" 1/2 gross to a case—the "Junior" 1/8 gross to a case.

50% profit on all orders in excess of \$500.00, retail value—40% on orders for Mah-Jongg sets less than \$500.00—2% cash 10 days. The prices listed are retail prices and are subject to the discounts mentioned above.

Merchants everywhere find it a big profit producer. Full page advertisements in national magazines and metropolitan newspapers are daily increasing the demand.

Write for complete illustrated catalogue of Mah-Jongg sets, racks, tables, etc.

Mah-Jongg Sales Company of America 36 Spear Street San Francisco, Calif.

If it isn't marked

Say you saw it in GOOD HARDWARE

enjoy your work and to have your work enjoyed—that is all there is to success. If a man wants one screw eye for some special purpose, I do not charge him for it. It is too trifling to set a price on. Thus he becomes my friend and my customer. If another man wants a golfstick repaired, I'll do it for him just as quickly as I would repair a broken grate in his furnace."

Aside from his contention that he can repair anything, Gear also maintains that he can supply any possible want in the hardware line. In order to do this he gives up intensive specialization in any particular line and carries in stock every logical article that may be demand-He believes that he could get more turnovers each year by greater specialization, but he is able to get at least three turnovers under his present plan and it fits in better with his general theory of retailing.

His specialty is repair work, and of this he says: "I have placed no limit on myself, but in many ways I am a specialist. I specialize in repairing anything that needs fixing. I specialize in supplying the hardware needs of any customer. And by sticking to these two ideas I have been able to build a business that is very satisfactory.

Will handle any job

"I do any job or supply anything. If I can't meet the request, I make the proper recommendations for it, but there are few requests that I can't handle."

Gear has had but few experiences with contract work and these have been unsatisfactory. He was able to furnish supplies to several small contractors, but those that he did business with were, as a rule, poor pay. He had no opportunity to make connections with the larger contractors who could be depended upon to meet their bills, so he let this business go to others who cared to take their chances.

The value of windows

"Too many hardware dealers do not pay enough attention to their windows," Mr. Gear said. "Merchants in other lines of business do, and with excellent results. Why not the hardware man The largest firm handling men's clothes in New York has a force of designers and decorators which does nothing but prepare the windows to attract the public. The public seems to like goods that are in the windows; people seem to believe that they are better-possibly on the theory that a store won't display them if they're not.

"In a way, I was forced to use my display windows because they constituted so much of my But I recognize their space. value and I have kept them bright, changed them frequently and filled them with articles that I wanted to sell. My windows have helped immensely in my Windows can mean business. much to any dealer who will put a little time and thought on their arrangement. Windows part of a store's advertising and advertising is so powerful a force that no retailer can afford to overlook it. Everyone should take advantage of its power."

BOWSER



Get a customer to stop, with Chief Sentry Pump 102, and then (while you have him at your door) sell him the other things he always needs—oil, paint, nails, tools, etc.

A Bowser Pump always draws trade. Folder A-54 tells why. Write today.

S.F. Bowser & Company, Inc.

Pump and Tank Headquarters

PORT WAYNE, INDIANA.

Sales and Service Offices and Representatives Everywhere

TANKS DEPENDABLE PUMPS BOWLER COORIE

Coming-

July 21st to August 11th— The Heatrola Free Coal Club Campaign. A sensational merchandising event. Thousands of Heatrola dealers co-operating.



Heatrola Points

Heats the whole house—just like a basement furnace.

Uses no more fuel than stoves.

Ideal for small homes with or
without basements.

Looks like a handsome cabinet phonograph.

Finished in everlasting vitreous enamel—grained to resemble mahogany and easy to keep clean.

Burns any kind of coal, also wood.

Supplies moist warm air—the healthful way of heating.

The Schwarzenbach Hardware Co. of St. Cloud, Minn., population 15,000, writes:

"—we sold 70 Estate Heatrolas during the 1922 season and we expect to increase this considerably in 1923."

There are dozens of such letters in our files.

Estate HEATROLA

Digitized by Google

Hundreds of Customers Are Looking for You

housands of families will be looking for "the nearest

any of them are in open territories where we have yet placed franchises.

hey have read the virtues of this amazing heater in favorite magazines and have heard about it from

000,000 readers see the ads each month, in Saturday ining Post and Country Gentleman.

hey're sold right now. But they're looking for YOU!

h 3 years, heating habits have turned a somersault. mall houses, with or without basements, are heated sell as though they had basement furnaces.

armhouses have these decorative Heatrolas in the or, warming all the rooms.

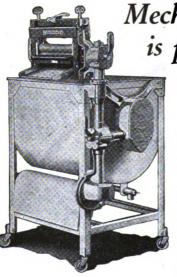
new field—a new opportunity—opened up for you! eople right in your town are asking "Who handles Heatrola here?"

nd they will be ready to buy this fall.

A few exclusive franchises are still available in good territories. Write or wire today. Don't wait. Get our interesting proposition NOW and cash in on it in your own town.

HE ESTATE STOVE COMPANY, Hamilton, Ohio





Mechanical perfection is profit protection

> Save your service expense and you save your Berthold profits

Berthold Washers are profitable not only because of the liberal discounts and unique selling plan, but also because of their simplicity of construction and the consequent elimination of repairs—a factor which saves the dealer a costly service expense.

The porcelain-top kitchen table which Berthold dealers give free with each 8 or 12-sheet washer (galvanized or copper tub), increases sales without decreasing profits. And there are other sales and advertising helps supplied free.





Here is a washing machine proposition which should appeal to you. Find out its full details by letting us send you a copy of "The Berthold Washboy's Tips for Better Business." Send for it

time to secure selling rights for your territory.

today; maybe you are still in

BERTHOLD ELECTRICAL MFG. CO. Berthold 127-129 S. Green St., CHICAGO

Washing Machine with a Two Years' Written Guarante

You can make your own showcards

are able to make a reasonably fair showing, and have convinced yourself that you can do as well as these shown in the illustration, proceed to try and hinish these strokes, that is, to square them off at top and bottom (see Figure 6).

This will seem difficult to start, but all it requires is a lot of practice. Here, again, you will find it absolutely necessary to have the brush loaded right. Master this trick of loading and you will find the brush doing wonders in your hand.

Get the color right

Sometimes you will get discouraged when you find yourself making strokes of all sizes and shapes (see Figures 8 and 9). Your brush will probably be loaded with gobs of thick paint. The right consistency of the paint should be that of thick cream. Very seldom do these ready mixed colors require thinning: when they do, do not put any more than a tablespoonful of water in at a time and then stir thoroughly. The best way to get the color right, without running the chance of ruining it with too much water, is to dip first the tip of the loaded brush in the water, and then to smooth it out on the palette.

When you buy showcard brushes, you will find them expensive. They range in price from about forty cents to four dollars each, according to size. The hairs are made of red sable, and when cared for properly will give good service for years.

When you are in a store choosing a brush, wet it with your moistened fingers and then see that it flattens out like a chisel between your forefinger and thumb, and that it has no straggly ragged hairs in it. The paint you work with in showcard writing is water color, hence you can only use water color brushes. After you are through practicing, or even when you lay your brush down indefinitely, wash it out in clear cold water and smooth it out as usual. Never leave your brush in paint as this will ruin it. You can keep brushes flat in a small box, or else upright, hairs pointing up, in a jar.

Cover up your paint jar, screwing the cap on tight. Leaving it open will allow it to evaporate and turn mouldy.

Watch for Lesson II

Do not wait until you see the next lesson before practicing, but master this one thoroughly so you will be able to go on with the next lesson. Do not try to make curves or fancy letters yet: be content to have the stroke down right. Lesson II will appear in the next issue of Good Hardware, and will show how to make a complete alphabet and a set of numerals with just strokes practiced in Lesson I.

What about auto accessories? See the article on page 13

Dealers make slogan of Good Hardware

McDonald & Sigafoos, hardware dealers of Omaha, Neb., have adopted the name "Good HARDWARE" for use on their letterhead as a slogan for their store. They wrote to the editorial offices as follows:

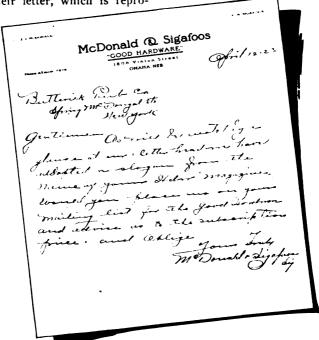
"As will be noted by a glance at our letterhead, we have adopted a slogan from the name of your hardware magazine. Would you place us on your mailing list for Good Hardware and advise as to the subscription price, and oblige,

"McDonald & Sigafoos."
Their letter, which is repro-

duced below, shows the firm name with the name Good HARD-WARE directly beneath it.

Cool breezes make store inviting

People coming within range of the door of a Denver store are suddenly struck by a cool breeze, for above the door and on the ground at either side there are electric fans that keep the air stirring continuously. On hot summer days this not only keeps flies away but is actually inviting. Considered as an advertising investment the cost of power is small.



These Omaha dealers think so much of Good Hardware that they use the name for their letterheads





493% gain in 3 years

Another instance of the fast-selling power of Dutch Boy White-Lead

N 1919, The Klinger Wall Paper & Paint Company of Cedar Rapids, Iowa, sold 29,927 lbs. of Dutch Boy White-Lead. Last year this firm's sales amounted to 177,525 lbs.—an increase over the first year's sales of more than 147,000 lbs.



Perhaps it was natural for Mr. Klinger to sell Dutch Boy White-Lead. His experience when he was a contractor taught him the value and popularity of Dutch Boy. He knew the sales of this standard paint product would be quick and many. And he is successful today because he is putting sales efforts only behind Dutch Boy and other shelf-shy goods which bring in many profits a year.

In city, town, and cross-road stores the realization that "the profit is in the last sale" is building up business for alert merchants. High mark-ups on products which move slowly may at first seem attractive, yet at the end of the year the big gains are made on goods which carry smaller margins, but which turn over frequently. Keep a customer coming to your store for an article he needs, and you invariably boost the sales of all your products.



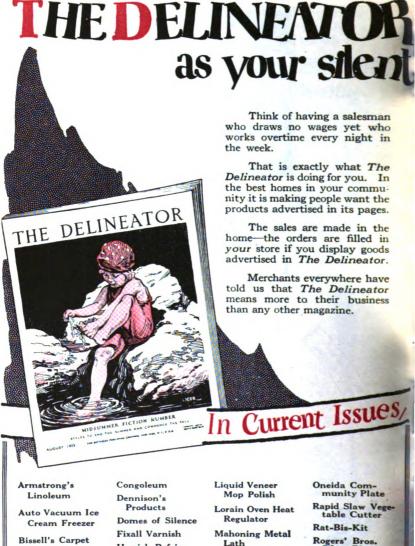
In just this way will Dutch Boy White-Lead make your business grow. Tap the demand for this nationally advertised and nationally used paint product which exists in your community. Ask the Dutch Boy salesman what rapid turnover and quick deliveries are doing for other merchants. He can supply facts to help you decide whether quick sales and many profits will make your business grow.

Start jumping your paint sales now by writing for Dealer Helps No. 31,

NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State St.; Buffalo, 118 Oak St.; Chicago, 900 West 18th St.; Cincinnett, 659 Freeman Are.; Cleveland, 820 West Superior Are.; Pittsburgh, National Lead and Oil Co. of Fa., 316 Fourth Are.; Philadelphia, John Tr. Lewis & Brost. Co., 437 Chestnut St.; St. Louis, 722 Chestnut St.; San Francisco, 485 California St.

Dutch Boy White-Lead



Sweepers

Blabon Art Linoleums

Black Leaf 40

Butcher's Boston Polish

Herrick Refrigators

Hoosier Kitchen Cabinet

Hoover Suction Sweepers

Ingersoll Watches

New Perfection Oil Range

O-Cedar Mop Polish

O-Cedar Wax

Rogers' Bros. Silver Plate

Sani-Flush

Scot Tissue Towels 3-in-one Oil

Valspar

War-on-Flies

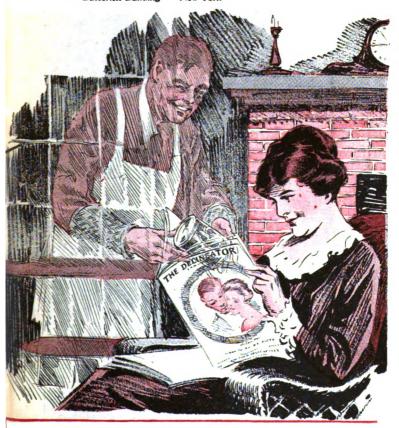
lways working overtime alesman—

It has a greater circulation than any other home magazine at its price; it is eagerly read in the best homes in your community; all mail order advertising is barred from its pages.

Remember The Delineator—the merchant's silent salesman.

Associate Publications
The Butterick Quarterlies
The Designer Adventure
Everybody's Magazine
The Progressive Grocer

THE BUTTERICK PUBLISHING COMPANY
Butterick Building New York



Firm specializes in repair parts stock

The Selma Hardware Co., of Selma, Alabama, has found that a complete stock of repair parts for the goods it sells, whether agricultural implements, sewing machines or bicycles, is its most effective weapon in fighting mail order competition.

"We never miss an opportunity to point out to our customers how a few dollars saved in the purchase price may be followed by the loss of many dollars later," said Mr. Caruthers, the president of the

Company.

"Take the case of a man who buys a pump from a mail order house," Mr. Caruthers said. "He may get one for a few dollars less than what we sell it for. But suppose a necessary part should break. He has to come to town, buy a money order, send it to the distant mail order house and wait probably a week until he gets the part.

"In the meantime, the chances are that he has to haul water from a distance for his household and his cattle, and by the time the repair part comes he has lost in extra labor what he saved on the purchase price.

"If he had bought the pump from us, or from any other local merchant who handles parts, he could have come into town, obtained the replacement for the broken part at a small cost, and had his pump working again before his cistern was empty.

"A similar condition arises when the housewife breaks a

part of her mail order house sewing machine. The chances are that the parts she will find in town will not fit it, and no matter how urgent her sewing may be, her machine is idle until she can send to a distant city for a new part. If the machine had been bought from a dealer in her town, he could probably have provided her with a replacement part; or at the worst, he could have loaned her a part from a machine in stock until a new part could be obtained from the nearest jobber.

"In any event, the purchase of the machine from the local dealer would have assured her against its being out of commission a week. The few dollars more that she would have had to pay for the machine in a local dealer's store—assuming that she really saved anything in getting it from the mail order quality considered house, would have bought her, so to speak, an insurance against loss of the use of the machine.

Learns customers' needs

"Our parts get us a lot of business from the people who have to come in for replacements. A man who buys a plow will probably have to come in six times a year for new points, and that gives us an opportunity to keep up with his other needs. He usually talks over his contemplated purchases with us, and then we are often enabled, through information gained in this way, to head off many an order that would otherwise have gone to a distant city."

Digitized by GOOGLO

1

13



"It Disappears!"-that's the big selling point. Snaps open instantly into a firm, roomy, good-looking carry-all. Yet it folds—neat, incon-spicuous and out of the way—when not in use. Never loose or lost-it is bolted solidly to

A year-'round seller. Moves fast in summer to sporting and touring trade—in demand all the time for business, shopping and suburban

GRIP RACK cannot loosen, rattle, break or rust. Slots provided so luggage may be strapped in place, away from body of car. Finely made—well-advertised—well-packed (individual cartons).

Made in 3 sizes and retails, according to length, at \$5.00, \$6.00, \$7.00. Pays a real profit.

Order from your jobber. Write us for descriptive literature.

MILWAUKEE MOTOR PRODUCTS, Inc. Milwaukee, Wisconsin

MANUFACTURERS OF THE



AUTO MAGNETIC Spring Shears

Spring Shears are Guaranteed Shears that assure you a profit

This No. 7500 shear is a strong link in the Eversharp line. Our confidence in this shear is shown when we give you a written guarantee along with it.

6 in.-7 in.-8 in.-9 in. A patented tem-

spring as shown in cut above is placed between the blades, holding them always in perfect alignment so that the shear cuts all the way to the point. A special steel screwhead pivot holds this spring firmly in place—no adjusting necessary.

Auto Magnetic Spring Shears have special hardened cutting blades—a bright silver nickel-finish inside of blades as well as outside and are magnetized to pick up needles. There are enough good points in this shear to assure you of steady sales. Write now for complete information about them.

Samples promptly sent for inspection on your request.



SHEAR MFG. CO.

Bridgeport, Conn.

This window sold his grapefruit knives

A dealer in a large middle western city who found that he had overbought on grapefruit knives was worried about the possibilities of selling his excess stock. He knew the value of windows, however, so he called for suggestions from the clerk who trimmed them.

"Show the knives as nearly in action as you can," was the window trimmer's suggestion, and working on this basis he constructed his windows as follows:

The knives in action

He used a goodly portion of a large window, and from a fruit dealer nearby, he bought a number of grapefruit. He cut the grapefruit in half, and in each half the knive was shown in a different position to demonstrate its uses. Each piece of fruit was placed on a low pedestal with a sign telling of the operation.

Additional grapefruit were used for display in the window, and by the end of the third day the entire stock of knives was sold.

When the window was dismantled the uncut grapefruit were sold to the clerks at cost. thus reducing the cost for window trimming material. It was so unusual to see grapefruit displayed in a hardware store that this demonstration caught the eyes of the passers-by and a few even came in and asked to buy the grapefruit from the window.

People Must Get up on Time

They Must Buy Alarm Clocks

EVERY family starts the day punctually or not, according to the alarm clock they have.



The "Tattoo"

A RE you getting your share of the alarm clock business in your community?

New Haven clocks give you a chance to meet all requirements of the alarm clock purchaser.

The two models shown here—the "Tattoo" and the "Slumber Stopper"—are attractive from every point of view. First of all they are reliable. No oversleeping with these clocks doing duty.

Both models come with plain or radium dials and the "Tattoo" has a little brother called "Junior Tattoo."

The next alarm clock customer that comes into your store will buy either one or the other if you show him these two models.

The "Slumber Stopper" and the "Tattoo" are now made in thinner models with bowed glass and artistic dial and hands.

Investigate the New Haven line of alarm clocks and be prepared to satisfy every customer no matter what his needs may be.

THE NEW HAVEN CLOCK CO. EST. NEW HAVEN CONN. 1817

Branches:

New York San Francisco Chicago Toronto



The "Tattoo" comes with an intermittent alarm which sounds every twenty seconds for eight minutes. The "Slumber Stopper" has a straight alarm.

The "Slumber Stopper"

Buying Extravagance



There are far more people who are extravagant in buying cheap hardware than there are extravagant in paying useless high prices.

Economy in door hangers and sliding door hardware lies in actual service—not in price.

Allith "Approved"

fire door hardware sets are notably superior in design, finish, accuracy of manufacture and service. Every unit in their construction is care-

fully engineered and practically all are manufactured from our own "Certified Malleable"—a feature not found in other equipment.

"Ten-Eighty" hanger sets for folding-sliding garage door installations, and "Ten-Ten" sliding door hangers with water shed track, combine quality with fair price, insuring true economy for the purchaser. They carry out into the world our "A-P" trademark—they must make good—and they do make good.

We are careful at the factory to see that even the finish of all "A-P" goods is notably superior. Notice how our products display themselves.

Complete catalog describes all "A-P" Door Hanger and Hardware Specialties. Write for it.

ALLITH - PROUTY Company

DANVILLE

ILLINOIS

Of course, only our own "certified malleable castings" enter into A-P construction.



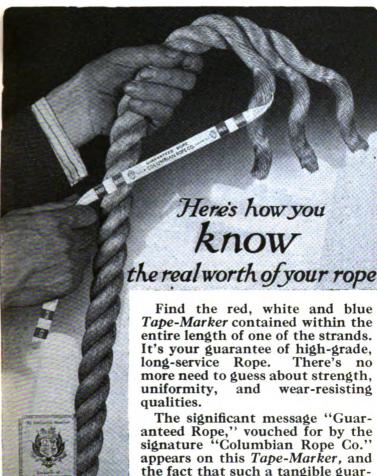




For thirty years the leading makers of high-grade casters

A proved big seller!





The significant message "Guaranteed Rope," vouched for by the signature "Columbian Rope Co." appears on this Tape-Marker, and the fact that such a tangible guarantee is placed within the product itself, is ample proof that the mak-

er stands squarely behind that

product. The folders "How Columbian

Tape-Marked Pure Manila Rope Is Made" and "The Proper Care of Rope" contain facts worth knowing. Shall we send you your copies?

Columbian Rope Company 322-80 Genesee Street

Auburn, "The Cordage City," N. Y.

New York Chicago Houston Branches: **Boston**



BAEDER ADAMSON Sandpaper The Standard Since 1828



To Help You Sell More Padlocks Not only Miller Assortments, but—

F course the biggest aids in selling Miller Padlocks are the convenient and handy display panels showing standard assortments.

But in addition to the Miller Panels, there are a dozen other sales helps available that, when used effectively, will greatly stimulate your sales of Miller Padlocks.

There are envelope stuffers to send out with bills or letters to your customers; catalog sheets; assortment sheets to save time when re-ordering; folders with your imprint; a sales manuel for salesmen and clerks; circulars; mats and cuts for local newspaper advertising; booklets; movie slides; window and counter cards; and car cards.

These and the Miller Panel have a record of successful sales building that is better than anything we might tell you.

Here are a few comments selected at random:

From a Rochester, N. Y., dealer: "With the aid of the Miller Panel and your other sales helps, we have doubled our sale of locks."

A Hillsboro, Ohio, man writes: "We have filled up your panel about six or seven times since we have had it."

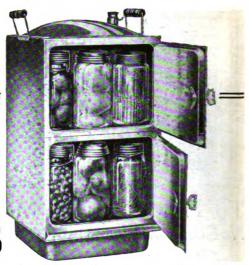
"Since we stocked your line, we have sold more Miller Locks in six months than we sold all others combined in six years." This from a Detroit user of the Miller Display Panel.

Send in your order with the name of your jobber so that you, too, may share in the profit from increased padlock sales.

MILLER LOCK COMPANY

Makers of High Grade Padlocks, Night Latches and Cabinet Locks
Since 1871

PHILADELPHIA



LOOKS

the value that it actually is!

Your surest customer for CONSERVO is the woman who expects a whole lot for her money. CONSERVO is built to give her just that.

No better material ever went to the making of a kitchen utility than we put into CONSERVO. No more careful workmanship is done than we do on CONSERVO. Naturally, then, its good looks last—and the service it gives is a thing to count on through the years. There's nothing makeshift about CONSERVO.

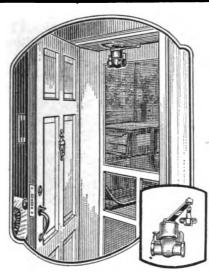
You can count on it to do canning and preserving even better than we claim it will. You can sell it to cook a whole big meal at once, over one burner of any kind of a stove, better than any other method will do it. CONSERVO will live up to all you say for it.

And it looks the part! That is why it pays to feature it.

TOLEDO COOKER COMPANY, Toledo, O.

seller

CONSERVO the 12-months-a-year



This ScreenDoor Closed Without

But screen doors are slamming right and left in the homes of your neighborhood—only waiting for you, in many instances perhaps, to provide the Sargent "520" Door Closer. Your customers know the Sargent because we've been telling them about it in the foremost magazines. We've shown them how it quiets the noisy screen door and keeps many other important doors lightly closed inside the home.

Sargent "520" Door Closers

are quickly put up and a diagram with every closer explains its easy application to any door. Now that screen door time is here, make a drive for this business. Show each customer the Sargent "520." Explain that it has all of the stick-to-tiveness of the larger Sargent Door Closers seen in offices and public buildings and that it is a very desirable accessory to any well-appointed home.

Write for particulars.

SARGENT & COMPANY

New Haven, Conn.

New York

Chicago





YOUR Customers Will All Want This Brand New Improved

STAR-Rite Electric FAN!

(Canadian Price \$13.50)



ere's

new

in steet

Mante

is sared water

to the

train:

time S

Mark

ME M

Two brand new models. Universal type and induction type. Shown above is the new 1923 universal type model. Sparkling all nickel finish makes it handsome enough to grace the most beautiful room or office.

A new and improved 3-speed rheostat with resistance coil in the base. A thoroughly reconstructed, redesigned motor which is rigidly inspected here at the factory and *must* run perfectly on 165 volts.

This is a positive guaranty that the STAR-Rite will not heat up, smell or burn on the average voltage furnished generally throughout the country.

Fan competition this year is going to be very keen. Push the STAR-Rite Fan because it is backed by a national campaign of advertising and full cooperation. The STAR-Rite line is known and preferred from coast to coast.

Fitzgerald Manufacturing Company Torrington, Conn.

Canadian Address: 95 King Street East, Toronto, Ont.

One of the Fast-Selling

STAR-Rite ELECTRICAL NECESSITIES



Here's something new to talk about

Every genuine Rome Nickel Plated Copper Utensil is now being packed with a blue and white Tag-Book, to which a disc of pure sheet copper is fastened.

A customer fingers the metal disc, reads the guarantee, and wonders how a solid copper utensil can be priced so low! Your time is saved and the sale is easy!

The booklet also tells her how to regulate the burners of her gas range, and how to keep polished copper and nickel plated ware bright and shiny. It gives her a real service which she appreciates; it identifies Rome Standard Utensils as a quality line, and attracts attention to them wherever displayed.

Mark and mail the coupon.

ROME [MANUFACTURING CO. Main Office and Factories: Rome, N. Y.

BRANCHES: NEW YORK, 342 Madison Ave.
BOSTON, 60 India St.
CHICAGO, 1431 Lytton Bldg.
SAN FRANCISCO, 610-614 Wells Fargo Bldg.





tell dealers all about ROME advert show them the line, and get peop







DISPLAY SIGN

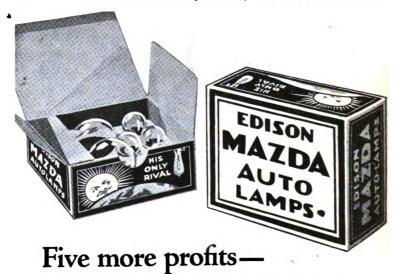




Send Mis coupon

ROME MANUFACTURING CO. Gentlemen: Kindly send me, free.

- Catalon
- □ Sign ☐ New Giant Ad each month



\$1.40 instead of 20 or 30 cents

HAVE BEEN steadily increasing my lamp sales by selling six lamps in a Kit instead of only one, when a customer asks for one lamp. In the last two weeks I have been able to sell a Kit to 18 customers out of 30, thereby increasing my sales from 30 lamps to 120 lamps," says John Kos, proprietor of the Falls Accessory Store, Chicopee Falls, Mass.

Why be content with a 20c. or 30c. sale when

just showing the Kit will multiply the sale by six?

The average Kit sells at retail for \$1.40, and every motorist will readily see the wisdom of carrying it. He could buy a good many Kits for the price of one fine for driving without lights.

Moreover, the Kit is the best way to reach the quota that gives you 10% more discount.

Your jobber will tell you how to tie up with the consumer advertising in the leading magazines.

Don't let this season go further without getting your share of the growing demand for Edison MAZDA Auto Lamp Kits.



Why You Should Buy

Tubular Rivet & Stud Company Rivets

Reason No. 1

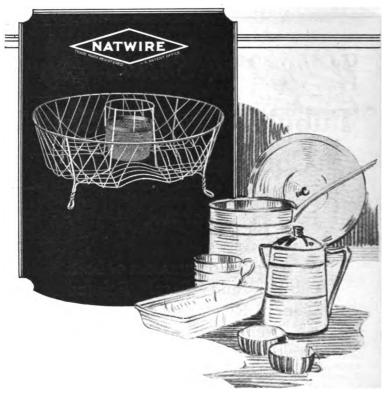
We were the originators of both Tubular and Bevel Pointed (Clinch) Rivets and have devoted over 50 years to their development and manufacture.



Tubular Rivet & Stud Company

Boston

Mass.



Electro Welded Sanitary Dish Drainer

A display of these heavy, 15-inch dish drainers immediately suggests to the housewife not only the possibilities for sanitary dish drying, but also the factor of safety as applied to her choice glassware and china. There is a wide market for this item, one of a thousand of the high grade Natwire goods made by Wickwire Spencer Steel Corporation.

It will pay you to investigate the strong selling features of these goods and you will be delighted with Wickwire Spencer service.

ADDRESS DEPT. G

WICKWIRE SPENCER STEEL CORPORATION 41 East Forty-second Street, New York City

WORCESTER BUFFALO CHICAGO DETROIT SAN FRANCISCO

Good Big Profit For You in Selling Columbian Assortments

We have just issued a set of 15 bulletins—each one of them describing a money-making deal on Columbian-made enameled ware.

Such familiar brands as
SANITROX
ONYX
HOOSIER GRAY
SKI-BLU

are well and favorably known. No better quality for the money anywhere. Several of the deals may be purchased in their entirety or in combination of two or more staple items each. By selecting several combinations, you can make up an assorted order to meet your particular needs.

Cut out and Send the Coupon and the Complete Set of Deals Will be Mailed You

The pricings are attractive; the profits are big!

Columbian Enameling & Stamping Co.

Terre Haute, Ind. 407-9 Broadway, New York

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Say you saw it in GOOD HARDWARE

AMAZING PROFITS

Get in on these three low-cost, high-quality leaders and your profit will astonish you.



The Tee-Kay Leather Jacket

The Jacket that stepped ahead of the Sheepskin Coat. Made from selected Leather Jerkins and priced below belief. Melton Sleeves, Knitted Collar and Cuffs; Beaver Collar, Melton Sleeves and Cuffs; Leather Collar and Leather Sleeves; Moleskin Sleeves, Knitted Collar and Cuffs; nine different combinations. Blanket lining.

The Leather Jerkin

The leather Jerkin made for the Government goes to you at a price far below today's cost of manufacture. Keeps the body warm and dry; leaves the arms absolutely free. Solid leather, blanket lined, strong buttons and buttonholes. Known to the public as the ideal outdoor garment.



The Kit Bag



The Army Officers' New Kit Bag, 24x16x13½ inches; fine 14 oz. Khaki Duck, with heavy straps and buckles. For motoring and camping. Light and easily handled. A rapid seller.

Write today for descriptive circulars and prices.

Immediate Deliveries.

THOMSON & KELLY CO.

519 Broadway, New York

Boston Office: 161 Summer Street



12,000,000 prospects will read these pages—

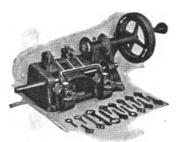
—will catch this broad gauge message of The Stanley Works, and be strongly influenced by it.

There could be no more opportune time for you to display your Stanley Garage Hardware Sets:—



Say you saw it in GOOD HARDWARE

TWO MACHINES IN ONE



The Segal Rectifying Key Cutter

Cuts flat and grooved keys—all makes, Yale, Sargent, Segal, Corbin, Russwin, offset keys, etc., by hand or power.

Yes, there are cheaper key cutters—but none that is as easy, as accurate, as serviceable, as lasting, nor as economical as the Segal.

Write for our illustrated booklet.



P. S.—Protect your customers and increase your buriness with the Segalock, It is absolutely jimmy-proof.

SEGAL LOCK & HARDWARE CO.

155 Leonard Street

New York. N. Y.

DETROIT CHICAGO
7508 Woodward Ave. 136 W. Lake St.

SAN FRANCISCO 50 Main St.

Big Profit for You in Selling

Iron

Glue

It is the strongest glue made—an elephant for strength.

It is a quality liquid adhesive that is pliable and soft, flows and spreads readily; won't crack or dry out.

The No. 5 size Iron Glue is the largest and fastest selling 10c glue in the country. It pays the merchant a worthwhile profit and is easy to sell.

It is well advertised to help you sell more and more glue

IRON GLUE mends furniture, crockery, bric-a-brac, books, toys, billiard cues, shaving brushes, leather, celluloid articles, picture frames, etc. There is no better sticker than IRON GLUE.

10 cent size, \$.85 a dozen 15 cent size, 1.25 a dozen

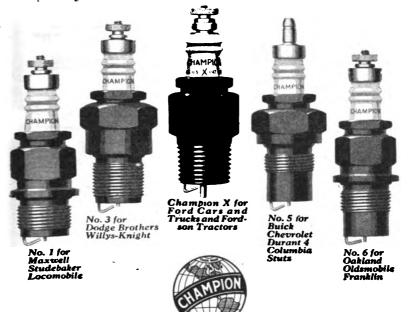


Write for further particulars and advertising helps.

McCORMICK & CO.

Manufacturing Chemists
Baltimore Maryland

ا د



Greater Dealer Profits In Complete Champion Line

The dealer who carries the complete line of Champion Spark Plugs makes certain of greater profits.

This is because the Blue Box Line is concentrated in seven numbers which, with Champion X, gives an assortment which will care for all calls for spark plugs.

The reduced number of types makes the investment of the dealer less and he realizes more profit because of the rapid turnover.

Champion Spark Plug Company, Toledo, Ohio Champion Spark Plug Company of Canada, Ltd., Windsor. Ont.

Back of Champion Spark Plugs is the greatest advertising campaign ever put back of an article of automotive equipment

CHAMPION

Dependable for Every Engine



HARRIS

TRADE MARK-REGUS PATOFF

OILS GREASES

Make friends for YOU!

Why? Because everyone who uses Harris Oils discovers that the BEST OIL gives the BEST RESULTS. Most people are willing to pay a little extra for oil when they know that the quality is always the highest.

If you are wide awake and are after PERMA-NENT, SATISFIED CUSTOMERS, drop us a line and we'll tell you how you can make money and friends by selling Harris Oils. Write today!

"America's Leading Lubricants"

Copyright AWHOCO 1921

Manufactured by

The A. W. HARRIS OIL COMPANY
327 South Water Street Providence, R. I.

There are Many Types and Sizes of





Incandescent Lamps



But Only One Quality—The Very Highest

IF YOUR JOBBER DOES NOT STOCK THEM, WRITE US. WE WILL TELL YOU WHO DOES.

Save Electric Corporation

615-623 Front St.
TOLEDO OHIO

220-254 36th St. BROOKLYN N. Y.

Executive Offices, Toledo, Ohio

a by GOOGIC

FPENNSYLVANIA TILAWN MOWERS



The Staytite Handle is the latest of the many exclusive features insuring unqualified satisfaction and lasting service from Pennsylvania Quality Mowers.

And the satisfaction is for both the man who sells them and the man who buys.





SOLARINE METAL POLISH

A 73% increase in business over the last year—proof that the sales of Solarine are increasing at a tremendous rate. You can sell it fast, too. Write for special 1923 offer.

SOLARINE COMPANY
Main Offices and Factories: BALTIMORE



Cheaper than wooden posts, arms and wire. Prevents wet feet and colds. Used for rug cleaning, airing elothing, etc.

Bought by men who love their wires

LITILE GIANT COMPANY

222 Eeck \$a Maskete, Mina, U. S. &:

Established 1876

SAMSON CORDAGE WORKS



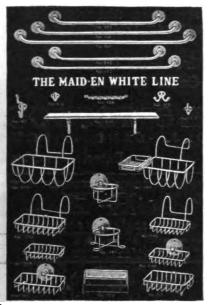
Manufacturers of sash cord, clothes lines and other braided cords, also cotton twines.

Send for catalog

BOSTON, MASS.

RETTER BATHROOM FIXTURES

-get this Display Board working for YOU



Maid-en White Fixtures will not chip, peel, crack or discolor. Our special process makes enamel flexible. Joints cannot expand. No solder used. Quality in every detail, yet prices are moderate.

Maid-en White Fixtures sell even better than ever when you show them on this attention-getting Display Board.

It keeps these better bath-room fixtures constantly before the eyes of the people who come into your store holds their attention It does the biggest part of the selling job for you. It keeps Maid-en White Fixres moving. Get one cee display boards work-Get one of ing for you. Write to DAY for particulars.

The AUTOYRE CO.

(Auto-Wire) Oakville, Conn.

BRANCH ADDRESSES
1138 Boylston St.,
Newton Upper Falls, Mass
1131 Harrison St.,

St., Philadelphia, Pa. New York.

Hillagelpula, Fa.

416 Broadway, New York.

111 Mesa Ave., El Paso, Texas

195 Bayswater St.,

Vancouver, B. C., Canada

841 W. Randolph St., Chicago, Ill.

74 Delaware Ave.,

Hamilton, Ontarlo, Canada.

67 DeMenil Bidg., St. Louis, Mo.

224 Marion Bidg. 67 DeMenii Diani, 224 Marion Bldg., Cieveland, Ohio.

2513 Grand Ave. Minneapolis, Minn.

PACIFIC COAST REPRESENTATIVES
RAWLINS & SMITH

RAWLINS & ...
604 Mission St.,
San Francisco, Cal.
506 American Bank Bldg.,
Los Angeles, Cal.

202 Dooly Bldg., Salt Lake City, Utah. 509 3d Ave., Seattle, Wash.

BATHROOM

FIXTURES

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SANDS LEVELS

Some One Sells 'Em—Might as Well be You!

Have you ever noticed the proportion of Sand's Levels on the job? Their unusual popularity with the better craftsmen is only logical. They've found Sand's built-in accuracy is permanent, that the lens-protected spirit tubes stay clean, that with plain wire bubble markers they're easily read, even in dim corners.

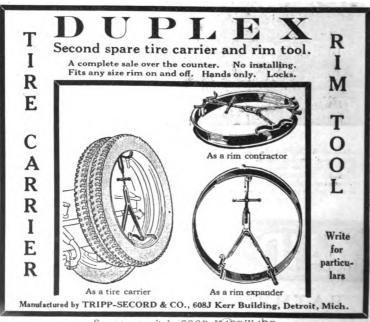
Used by the Men Who Know— It Pays to Cater to Them

SANDS LEVEL & TOOL CO

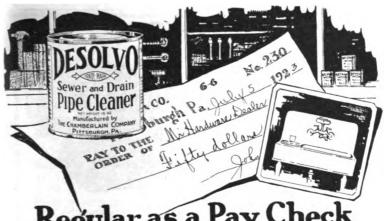
SUCCESSORS TO J. SAND @ SONS

8633 Gratiot Avenue

Detroit, Michigan



Say you saw it in GOOD HARDWARE



Regular as a Pay Check

-profits come in EVERY month!

It's specialties that have a steady month in and month out repeat sale — like *Desolvo* — that are the real business builders. Desolvo profits are regular as a pay check. Your inquiry will bring you welcome details.



K-K. A companion product to Desolvo. Cleans closet bowls without scrubbing. This makes K-K mighty easy to sell. You can have a steady list of customers every month.

THE CHAMBERLAIN COMPANY
Terminal Way, Pittsburgh, Pa.

Mid-West Representative
Oscar C. Anderson,
1702 No. Tolman Ave.,
Chicago, Ill.

Pacific Coast Representatives

Sprakes Sales Co., Los Angeles, San Francisco and Denver F. H. Chown, 1121 Gasco Bidg., Portland, Oregon

Eastern Representative: F. A. Randolph & Co., 107-109 Lafayette St., N. Y.

DESOLVO Use A Can Every Month



A Big Help to the Hardware Merchant

In Building up a Successful Electrical Department

Marathon "OK" Motors, Grinders and Fans are so much better electrically, and so much lower in price than are offered by



the regular jobbing trade that the hardware man who will push these three items will make them live magnets to attract and hold trade for all his electrical supplies.

Send for Circular and Discounts

MARATHON ELECTRIC MFG. CO.
33 Island St. Wausau, Wis.

Good Money In Sprayers

Here's a Way to Sell More of Them



Lowell Sprayer No. 110

Recommended for general use about the farm, orchard and home. Is devoid of intricate in action. Strongest air pressure sprayer made standing 5 times the air pressure necessary to operate.

Every Home a Prospect

Good profitable sales are lost every day because most people do not know of the infinite number of uses to which sprayers can be put.

Put your sprayers out where they can be seen. Tell your customers that they are not only useful for spraying fruits, vegetables, trees and shrubbery but are invaluable for fire protection, whitewashing, sprinkling, painting, washing automobiles, buggies, wagons, etc. Dealers who have tried it have increased their sales and profits two and three hundred per cent.

Drop us a post card for some real information on spraying, how to sell more sprayers and the many uses they can be put to. Don't neglect—send it now!

LOWELL SPRAYERS

LOWELL SPECIALTY CO., LOWELL, MICH.

The TIRE of the HARDWARE TRADE

Every hardware dealer should carry a complete line of tires and tubes and cash in on this money-making automobile business.

You all know the tremendous growth of the automobile, and just remember that every car must have at least four tires!

The tire of the hardware trade is HARDWEAR.

HARDWEAR

"The Name Tells the Story"

TIRES AND TUBES



They are made only for the hardware trade, only a hardware dealer is permitted to handle them. Think what this means to you in good will, repeat business!

And in HARDWEAR you have a tire that you can guarantee with perfect assurance that it will make good because the quality is built in so the mileage must come out.

Experienced men are building Hardwear Tires and Tubes—and building them right. Ask for current list—the moderate prices and liberal discounts will surprise you. Write today!

HARDWEAR TIRE CORPORATION
EAST RUTHERFORD, NEW JERSEY
1509 Michigan Ave., CHICAGO

THE GREAT DIFFERENCE

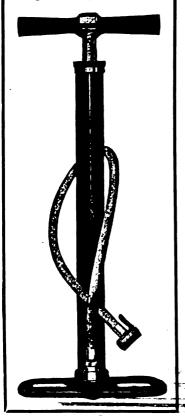
Sell this Anthony Tire Pump, which has an all metal—positive seating—valve. This is an exclusive Anthony feature.

There is enough air in a hose to half fill the cylinder of a pump with a leaky valve.

No wonder the owner of an ordinary pump, pumps, pumps and pumps.

Write for bulletin describing the Anthony Tire Pump, details of Dealer's Proposition, etc.

The Anthony Company Long Island City New York





Trimo Pipe Wrench

TRIMO

Wrenches
Tools of
Quality and
Utility

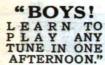
Made by the

TRIMONT MFG.

ROXBURY, MASS.

Incorporated in 1888. Therefore for many years they have been perfecting these tools to meet the requirements of the understanding and appreciative mechanic.





This is the heading on our attractive advertisement now running in boys' publications

Get Your Share of Profit from HOHNER Publicity

December



Vast Audiences Spellbound by Beauty of Hohner Harmonica Music

When Borrah Minevitch, the Harmonica Expert, broadcasted a harmonica solo from the WJZ studio in the Waldorf-Astoria, New York, the directors were so charmed with the music that they insisted he should play more, giving him three times the amount of time originally allotted to him. Immediately a dozen other broadcasting stations clamored for Harmonica music.

New York theatre audiences were never so surprised and delighted as when harmonica music became a part of Hugo Riesenfeld's wonderful symphony orchestras at the Rialto and Rivoli theatres.

What with radio, theatrical, magazine and newspaper publicity, the enthusiasm for the Hohner Harmonica is sweeping the country. Get your share of this demand. Cash in on this remarkable publicity.

Let the "Jolly Pals" Assortment turn this vast publicity into actual sales Any Hohner display will bring you quick sales daily, now that this publicity is sweeping the country, but we particularly recommend our "Jolly Pals" assortment.

Description—No. 200—"Jolly Pals" Assortment
Description—No. 200—"Jolly Pals" Hohner Harmonica
Assortment. A beautifully lithographed display in four
colors picturing six Jolly American boys in action with
Hohner Harmonicas. The display is made up of heavy
cardboard in a three-panel design, and measures 18%
inches in height and 24¼ inches in width. The Assortment consists of twelve different styles genuine
Hohner Harmonicas, all crackerjack sellers, in various
keys, retailing at from 50c. to \$2.00 each, making a
total retail value of \$9.05. Price, complete, \$5.78.

M. HOHNER 114-116 E. 16th St.

9,327,000

Boys, Every Month, Read Hohner Advertising

Our powerful advertisement offering free instruction in Harmonica playing is creating enormous demand for Hohner Harmonicas. It is running every month in all boys' magazines and many general magazines, the combined circulation of which is 9,327,000. Our advertising agency tells us that the responses to this ad are a revelation.

The booklet we send out in answer to these inquiries makes it easy for anyone to play a Hohner Harmoniea well—and best of all, from the dealer's standpoint, we urge the reader to go at once to his local store and buy a Hohner Harmonica there.

If you haven't a Hohner display, order the "Jolly Pals" assortment now through your jobber. If you have a display, give it a prominent place and get your share of Hohner publicity.

Ask Your Jobber

Hohner Products awarded First Prize at the Panama-Pacific International Exposition, San Prancisco, 1915



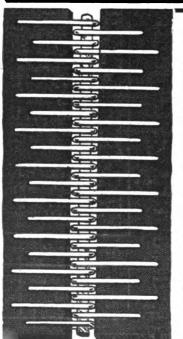
Operated on the same principle as the BIG-BANG cannon: Open the breech-fill the charging measure from ammunition case in the handle-slam breech shut and cock-pull trigger-BANG.

Ammunition is pulverized Bangsite and ordinary water. The cylinder is so constructed that water will remain in the same when the Pistol is pointed in any direction or even turned upside down.

BIG-BANG in military games, saluting and celebrating has the Glamour, the Flash and the Boom which appeals so strongly to every boy with the absolute safety demanded by the most exacting parents.

If your jobber does not handle—Write us direct. Pistol with Holster, \$1.75. Cannon, five models, \$1.25 to \$5.00

TOY CANNON WORKS, Bethlehem, Pa., U.S.A.



BEATS MAIL ORDER

Mail orders are coming in from farmers, garage men and operators of small shops everywhere for this "Detroit" belt lacing outfit at \$5.00.

We want you to have this business—First, because we don't want a mail order business—Second, you can sell this outfit 25 to 50% cheaper than large mail order houses sell a similar outfit. What is more, Detroit Wire Hook Belt Lacing Outfit provides the best way to lace belts, fastest, strongest, smoothest, most lasting.





Widely advertised in farm papers, trade, class and technical magazines. Lacing tool with assorted box of lacing complete outfit, retail price, \$5.00. Liberal discounts, we furnish advertising and display matter. Dozens of Hardware stores are finding it one of the best and most profitable items in their line. Write for particulars.

DETROIT BELT LACER CO.
DETROIT, MICHIGAN

Digitized by GOOSIC



PUT THIS CASE ON YOUR COUNTER AND WATCH RESULTS

SALES tripled! Quadrupled! That's the record this handsome display case is making for hundreds of dealers.

It can do the same for

you!

It presents manicure implements to your customers in the most logical and inter-

esting manner.

It keeps the implements clean and free from dust and rust. Prevents handling. It suggests sales as no stray, partly hidden implements could possibly do.

Assortment of fastest selling nail files, tweezers,

scissors and extractors:

Cost you (case free)..\$48.00 Sells for 96.15

Profit\$48.15 100 per cent on cost, or 50 per cent on sales.

And you know, you cannot sell better manicure implements than La Cross!

Tell your jobber to send you assortment No. 4. If he cannot supply you, write us direct.

SCHNEFEL BROTHERS NEWARK, N. J. I There will be an interesting La Cross establish at the Second National Merchandise Fair, July 23rd to August 3rd, 1923, Grand Central Palace, N. Y. Visik Booth 245 in the Toilet Goods Section.





MANICURE
IMPLEMENTS and SETS

Exceptional Ba

200,000 gross Brass Wood Screws, going like hotcakes, each package contains one gross (full count) flat and roundhead screws in $\frac{1}{4}$, $\frac{3}{8}$, $\frac{1}{2}$, $\frac{5}{8}$, $\frac{3}{4}$, $\frac{1}{4}$, $\frac{1}{4}$ " Shipped in standard cases of 300 gross. Broken cases at advance.

A-No. GOVERNM INSPECT

Try and duplicate this

offer anywhere for less than 40c per gross. Our supply is limited. You'll have to hurry to these screws price. Send in your order NOW before you forget.

Sample order of 5 gross packages sent you parcel post, insured, for \$1.00. Don't delay—Don't be disappointed. Order right now.

Hardware Trading Corporation Distributors to the Wholesale Trade 98 Chambers St., New York City

Also large quantity of solid sizes iron and brass wood screws, packed in one gross packages. Write for full lists. gross packages.

DSE

CULL SEG

Bullt on an Entireiv Different Principle

The bottom of the G. L. oiler instead of being high carbon steel, that inevitably fractures, is made of softer steel, operated by a section of clock spring. It cannot fracture nor stay pushed in



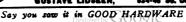
From the time the new G. L. All Steel Push Bottom.
Oiler was first put on the market it was a tremendous success—both in sales and service. Lindseen sales have actually doubled in the last few months.

We knew what the me-chanic wanted—a high grade LOW PRICED oiler that would stand abuse. The G.
L., after months of experimenting, was the result.

Fastest Selling Oiler on the Market To-day! Show a mechanic the inside, tell him the price and you'll make a profitable sale and an enthusiastic customer.

Get these new oilers in stock. Order today. through your jobber or drop us a postcard.

GUSTAVE LIDSKEN, 834-46 So. Contral St., Chi



asi na mandalah da ia ia ia ing mulimathi baha na da amin'ila da ia minin a ang ma

SONNEBORN PRODUCTS

Profits because—

no matter what roof paint or compound you are selling, Stormtight advertising and quality will sell Stormtight for you surely and fast.

There is no widely advertised roof coating sold through stores but Stormtight. As a result, it shows a three time turnover—not 42% on your money per year but 126%. Deduct your overhead and figure your profits.



Stormtisht

Stormtight is not a thin coating which cracks and leaks. It lasts for years because it is thick and elastic.

The Saturday Evening Post, the Literary Digest and Industrial Magazines carry the story of why Stormtight is better. Every kind of window and counter displays, folders and novelties are furnished free in proportion to your purchases.

Here is salability and a thorough back-up. Get your share of the profits.

Write for "Proof of Salability" and our complete proposition. Fill out the coupon. Don't wait for a salesman to call.

L. SONNEBORN SONS, INC.

Dept. 40	116 Fif	th Ave	nue	1	Vew	York
Please send me at Stormtight," also proposition.						

Address

Digitized by GOOSI



Cut true to center, uniform and of the proper depth.

Sharp, clean threads. Perfect gimlet points. The finish emphasizes the quality of the product.

If you're interested we'd like to submit samples and quotations on all types and finishes of Screws, Bolts and Nuts.

Ask for Catalog G





REED & PRI MANUFACTURING

WORCESTER - - - MASS. Western Branch at Chicago - DI North Jefferson St. igit

A BIG DIME'S

Any housewife counts 10 cents a trifle to pay for protecting perco-lator, teapot and coffee pot handles against damage against damage from flames. And the minute she looks at the

SLIPON HANDLE PROTECTOR

she sees that it does the trick, slick and sure. Slipons are put up, individually box-ed, 36 to a carton, in self-selling cartons.

Endersed by Good Housekeeping and Tribune Institutes.

Put 'om on your job-bor's order.

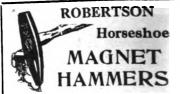


YOUNG

SPECIALTY CO.

2228 Vilet St.

Milwankee, Wis.



THE HAMMER HOLDS THE TACK

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

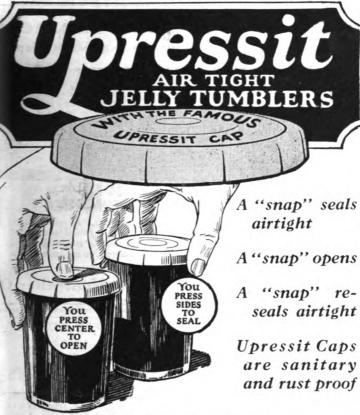
The Best Magnet Hammer on the Market

ORDER FROM JOBBER

Silver Medal Panama-Pacific Exposition

ARTHUR R. ROBERTSON Sole Mfr.

Boston, Mass. Trade marks registered U.S. Pat. Office



Waste prevention—Convenience—Economy for your customers.
Twice the ordinary Profit for you.

If you have not yet ordered your Upressit Air Tight Jelly Tumblers and Upressit Double Seal Fruit Jars, communicate with your jobber at once. He is prepared to make quick delivery. Send today for the Upressit consumer advertising broadside.

Upressit Products Corporation, Long Island City, N. Y.

"220,000,000 Upressit Openers Google

Heller's Pivot Door Cabinets

Will Increase Your Sales Through Suggestive Display



Customers Buy From Suggestion

The display on the large Heller doors suggests many items that would otherwise be forgotten. The display is always in front of the customer's eyes, the stock im-

mediately in rear, the logical place. Send a rough pencil sketch of store and ask for suggestions to improve same. No expense or obligation incurred.

W. C. Heller & Co., 767 Bryant St., Montpelier, O.





HARTFORD PRODUCTS COMPANY
Manufacturers of Hartford Quality Brushes
Morgan Street, Hartford, Conn.

OOD HARDWARE



"How Hot Is It?"

The thought is in everybody's mind—the phrase on everybody's lips—that's why there is a big sales opportunity awaiting the dealers who capitalize the idea. Here's how to do it with a simple but attractive window display.

Place a small sign on the w ndow front reading, "How hot is it?" From this sign lead a red ribbon to a WILDER Thermometer in the center of your window display. People will stop to look and read, and many will buy a thermometer.

Be sure the thermometer you display is a



end for circular giving other uggestions for building thernometer business in summer.

IT'S FREE

WILDER-PIKE THERMOMETER CO.

Troy, N.YY.





Cans in comparison with other makes.

It's about three Witts to one, isn't it?

WITT Corrugated Cans and Pails

predominate because they come up to the public's specifications.

tne public's specifications.
Long wear, absolute sanitation—that's what the public expect in a can and that's what they get in a Witt.
Dealers have found it to their advantage to carry Witt Corrugated Cans and Pails. They find that they sell without pushing and give a good margin of profit.

of profit.

Write today for complete information and our booklet "Serving Everywhere."

THE WITT CORNICE COMPANY

Cincinnati, Ohio

Also manufacturers of the lighter weight Brighton Line of Cans and Pails. Write for quotations.

The Yellow Label Means "Quality"





MORJUICE

Hand Fruit Press

Sells like hot cakes. Several sizes. Stock now for the summer trade. Ask your jobber Write us for prices on large size Morjuice Cider Mills and Fruit Presses.

MFG. CO. CROWN Pheips, N.Y. Box 226



No. 5-Hard Maple Belsters

Superior construction makes Auto-Whei Cousters stand up under all kinds of strab. For instance, front and rear bolsters of his maple will not collapse; far better than state construction. No springs to get out of existing resulting as with steel bolsters. This sai other features make it easy to sell the

table quick If you are not handling this profitable quick-turning line of coasters and carts, get started now. Write to your jobber or to us sheat the wagons which help sell themselves.

Hito Wheel CousterCo.,lmd

North Tonawanda, N. Y. PERMANENT TOY FAIR

ers St... 214 Markins Seettle, West New York City

Digitized by GÖÖ





There is Value Behind Every "Sandy Andy" Toy!



SALES-value that means quick, profitable turn-over. Quality-value that lets you give your trade attractive toy items of substantial worth at popular prices. "Sandy Andy" Toys sell at all seasons. Their novelty and fascinating action, and their thorough workmanship and careful finishing, are immediately noticeable.

Hardware Stores are making money with "Sandy Andy" Toys right now. They come well packed, attractively boxed, make a wonderful display, cost very little, and are well known and desired by all classes of trade. Your customers will buy them from you without question.

Toy Jobbers can fill your requirements from stock; or we will be glad to receive your orders.

Wolverine Supply & Mfg. Co. Factory at Pittsburgh, Pa.

New York Sales Office—200 Fifth Avenue Roome 406 Telephone Gramercy 3453





WE URGE every Hardware Store buyer to send for our Catalogue No. 4 and Price List and become posted on this unusual line; the kind of toys hardware stores should logically be selling. A note on your business letterhead will bring you full information.

Northwind

Electric Fans

are selling fast in hardware stores from coast to coast.

It's not too late for you to share in the profits of the fan business.

Northwinds are highly salable, good-looking, quiet-operating—Sold with a factory guarantee of satisfactory performance.



8-inch Type 44 Fan

Stocks of Northwinds are in the hands of a hundred jobbers—Big factory stocks at St. Louis and New York.

Northwinds can be shipped promptly

The Emerson Electric Mfg. Co.
2018 Washington Ave.
St. Louis, Mo.

50 Church St., New York City

1 he Biggest Sellers
During Spring
1 cuse Cleaning Time

Moore
Push-Pins
Glass Heads—Steel Points

Moore Push-less Hangers

"The Hanger with the Twist"

When everybody is rearranging pictures, draperies, etc., is the time when a display on your counter will result in big sales at a good profit.

If you haven't a counter display, ask your jobber or write direct today.

Moore Push-Pin Co.
(Wayne Junction)
Philadelphia, Pa.
Est. 1900



SEEDS

are fast sellers

D. LANDRETH SEED CO.

Bristol, Pa.





Sell "Nostealum" Hooks to ALL Fishermen

Sizes from No. 10 to No. 4/0—selling at 15 cents to 55 cents each.

Everybody uses live bait—and every fisherman loses more bait than he likes to.



But not when they use "Nostealum" hooks. They hold—tight as a safety pin,

Cannet Crush Balt

"Nostealum" Hooks are patented—and very popular. While they do hold the balt firmly, they do not crush or damage it. Accurately sized for everything from a housefly to a shiner.

Hundreds of Thousands Sold Every Season

On the market for years. Imported exclusively by me from England. You can imagin how well they sell when I tell you that the duty alone runs into several thousands of dollars a month during the season.

Order New for Immediate Solling

This is the time. We can still fill all sizes—but not for long. Order by number—through your jobber or from us direct. We prepay shipping charges on all cash orders. Please give your jobber's name if you order direct. 40% discounts.

Sizes and Prices

10, 9, 8, 7, 6, 5, 4, 3, 2, 1,	15 cts. each 20 cts. each 25 cts. each 30 cts. each 35 cts. each	1/0. 2/0. 3/0. 4/0,	40 cts. each 45 cts. each 50 cts. each 55 cts. each
--------------------------------	--	------------------------------	--

13, 13, 14, with hooks reversed, 20 cts. each Osprey Waterpreefed Silk Line A Genuine Winner

Here is a line that pays you as good cash profits as any—and wins more outcomers. Outlasts any line we know of. Many in use 4 consecutive seasons. Samples and prices free on request. Please give your jobber's name.

Dardevie Sales Increasing Every Month

You can bet that Dardevie is a hit. Never knew a bait to succeed so fast. Growing especially this year. Dealers in nearly all sections are ordering now.

Special Four Color Catalogue of Osprey Famous Fishing Tackle Free. Write for

Lou J. Eppinger

310-312 Congress Street, East, Dept. U Detroit, Mich.

CARY'S

Saw Edge Joint Fasteners

Cary's Continuous Cutting Edge Saw Tooth Fasteners are made of the best quality Cold Rolled Strip Steel, insuring



a perfect fastener that will not bead while driving. You will not find fract ures between the corrugations. Special effort is made to have the cor-

rugation uniform so that they have equal drawing strength.

These fasteners are the only fasteners manufactured with a continuous cutting edge, the patents, process and machina being owned by ourselves. Made in various widths and corrugations, also in coll wound right and left.

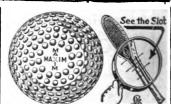
Write for samples

CARY MFG. CO.

Manhattan Bridge Plaza Brooklyn, N. Y.



HARME III (OD



GOLF BALLS, CLUBS, BAGS and other equipment. Manufacturers of the world famous superior Slotted Throst Tennis Rackets.

Send for literature.

HARRY C. LEE & CO.

10 WARREN ST., N. Y.



No Seasons for this Cleaner!

It has been quite generally believed among the trade that electric vacuum cleaners were a seasonal proposition—that they could not be profitably offered to the public except at certain times.

The Bee-Vac Electric Cleaner has effectually disproved this idea. Dealers handling this wonderful cleaner have found that the combination of a high grade cleaner at an extremely low price creates sales at any time. People can always afford this cleaner and do not have to wait until some special time to purchase it.

Since May, which has been considered the dead line for spring sales, the sales of the Bee-Vac have mounted steadily. Do not wait for your profits—get them right now and through-

BEE-VAC
ELECTRIC CLEANER

out the summer. Fill in your usual summer slump with Bee-Vac sales.

Your jobber will tell you that the Bee-Vac is an all-year seller. Ask him about it now.

BIRTMAN FLECTRIC COMPANY

Dept. B-47

Lake and Desplaines Sts.

Chicago



share in keeping prices down by keeping costs cut to the bone andsacrificing profits. Of course our big new factory, with its modern equipment, gives us a big advantage in costs over other malleable range manufacturers.

other malleable range manufacturers.

Ask us how we help you sell Range Eternals. Everlastingly Good.

Engman Matthews Range Co.

Two Generations of Malleable Range Builders.
GOSHEN, INDIANA



CRAKERJAC



"Safety" STEP Ladder Stool

Conscience n e v e r bothers the good dealer who sells this.

It don't tip, slip or close up unexpectedly. It locks, is SAFE and the best value he can give for the money.

2-step (24 in. high); 3-step (32 in. high); natural, white enamel or mahogany; with or without rubber mats.

Get prices, discounts, terms.

FYAN I-REED MRG ()
Danville Illinois

tra cost to you.



The Real

"Jack"-in-the-Box

BOX-FULL of quick sales and good profits! That's the Milwaukee Timer Display Box. It quickly turns timers into \$2.00 sales!

Re-order from Make a place on your counter for this "clerk" that works without pay. Tie up your store to the Milwaukee Timer advertising campaign that is talking "new timer" to your Ford-owner customers (in The Saturday Evening Post, American Magazine and the leading farm and motor papers). your jobber to-day. Then use the 4-color Display Box - 10 di lwaukee Timers to a box. No ex-

Your trade knows the Milwaukee. They know its quality is right. You don't have to "explain" it. Why waste time and money on unknown, unadvertised. slow-selling timers?

The nearer you trim your timer stock down to "Mil-waukee only" the more money you'll make!

MILWAUKEE MOTOR PRODUCTS, INC. MILWAUKEE, WISCONSIN (Timer Builders for Over 18 Years)

MILWAUKEE TIMER for FORDS

Sells Fast at \$2.00

Say you saw # in GOOD HARDWARE

Preserving Time

EVEREDY JELLY BAG and STAND



finds a thousand uses in every home. When the housewife sees it she is sold. The bag is made of specially woven strainer cloth. extra large mouth, and holds quarts.

stand is adjustable to stand on any size crock or kettle because of patented leg construction.

Priced to retail at 75c. complete.



Priced to retail at \$1.50.

EVEREDY Products are stocked by most jobbers. If yours cannot supply you write us.

Everedy Bottle Capper Co. Frederick, Md.

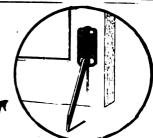
How Many of Your **Customers Shoot?**

Ordinary swabbing with dry or oil-soaked cloth will not clean a gun barrel perfectly. A solvent of the powder grains, carbon and nitric acid gases must be used, or there is danger of pitting and foul-ing the barrel permanently.

For twenty years sportsmen and rifle experts have realized this—and have used Hoppe's Nitro Powder Solvent No. 9 to protect their gun barrels. We are contheir gun barrels. We are con-tinually carrying the message to more and more sportsmen through national advertising. These sports-men will come to you for Hoppe's Nitro Powder Solvent No. 9. Being able to supply and recommend it to them will mean a worthwhile profit. Write us now.

FRANK A. HOPPE, Inc. 2318 N. Eighth St., Philadelphia, Pa.





Dollar-Bait

Lures the shiny discs out of car owner's pockets and lands 'em in your cash register.

Sure-Catch Door-Stops

offer lowest priced Garage-Door accident insurance. Pre-mium 81 per garage entrance. Made from heavy gaivanized stampings. Real merit, classy literature and display cards

Order from Your Jobber or write, giving his name STANDARD SHEET METAL WORKS 1485 30th St. Milwaukee, Wis.

Thes. M. Gardiner, W. Ceast Rep. 320 Market St. San Francis

SPECIAL ASSORTMENT



8 essential utensils, 4 of each—32 in all. Shipping weight, 53 lbs.

Here's an opportunity to stock the Famous Lifetime Ware with a very small initial investment.

Sell All Your Customers More Utensils—and Make Better Profit On Every Sale

Each utensil in this special set has been selected because of its absolute necessity in every kitchen every day.

Don't say, "Oh, I'm carrying a good line now — don't want to change." We don't want you to either—just yet. That's the reason for this small

special assortment. We want you to put Lifetime on your counter, compare it in beauty, salability and profit with your present line

Absolutely guaranteed. The next time the housewife comes in to replace her kitchen equipment — sell her Lifetime and guarantee her a greater cooking utensil satisfaction than she's ever known before. We'll back you to the last penny.

and then decide with which you'll continue. We know.

The special features such as rounded corners making cleaning easy, detachable ebonized handles, medium price and many other little points of superiority gain the house-wife's preference every time. Take advantage

of this special offer. It gives you an extra profit and we'll show you a real turnover in aluminum ware. Do it today!

LIFETIME WARE

Designed to meet the needs of all those good people whose purchases form the backbone of your and the nation's business—neither the rich nor the poor, but the "Happy Mediums."

ALUMINUM PRODUCTS COMPANY LA GRANGE. ILL.

WAAGE TRIP-L HEAT IRON

Heat regulation—hot, medium and low, is the big outstanding feature of this quality household iron, giving low cost of operation and maximum of efficiency. National and local newspaper advertising—effective dealer helps and increasing popularity of this remarkable Trip-L-Heat Iron is producing repeat turnovers, with ample profits for dealers

overs, with ample profits for dealers everywhere.
Write us for our merchandising plan NOW. Let us show you how Waage Electric Products will build big profits for YOU.

WAAGE ELECTRIC COMPANY

14 So. Jefferson St. Chicago 150 Post St. San Francisco

6 Reade St. New York, N. Y.



On the Market Again BEAN'S FLEXIBLE Now Manufactured by H. & D. FOLSOM ARMS CO., N. Y. BEAN'S FLEXIBLE POLICE CLUBS



We have purchased the plant, all Patents, including the name "BEAN'S" which is copyrighted as applied to Police Clubs, and will continue the manufacture of these clubs at our own leather factory.

Write for Dealers' Net Price List-G The H. & D. FOLSOM ARMS CO., 314 Broadway, New York





The true, delightful taste and flavor of eeffee is only retained when it is ground just before using. Otherwise, coffee becomes "flat," as the flavor evaporates unidity on exposure to delightful quickly OD. exposure to

Every Woman s a BUYF.

Women have learned from our national advertising that good coffee must be ground just before using. So every woman in your community is a potential customer for the Arcade Crystal Coffee Mill.

The Crystal Mill is unique in design and beautiful in finish. Keeps coffee fresh and convenient. Grinds to any degree of fineness in measured amounts.

This big selling article should be in your store. Sold through the jobbing trade. Write for our new catalog 34-G today. It will give you vital information on the other known Arcade hardware accessories and cast iron toy novelties that produce sales.

ARCADE MANUFACTURING COMPANY Freeport, Ill.



The Jar That Quenches 16 Thirsts!

The big, generous gallon capacity—16 full cups—of the Aladdin Thermalware Jar holds enough hot coffee, icy lemonade or cold water for all day!

Or For Food

Carry 8 pounds of hot fried chicken, baked beans or savory stew. High Thermal efficiency.

Sturdy

Inner container is of white-glazed porcelain-like material, joined to outer steel jacket by leak-proof Thermalware seal. No joints, cracks, or crevices. Sanitary glass stopper.

A Big Value

There may be little difference in the price between the Aladdin Thermalware Jar and an imitation, but a tremendous difference in the value.

Take advantage of our big space national advertising in the Saturday Evening Post, Literary Digest, Sunday newspapers and outdoor publications. Display the Aladdin in your windows. Write us or your jobber today.



Steel Jacket, in Brewster Green Enamel, One Gallon Size, retis at \$5.00. Also in Polished Aluminum, glass lined; One-Gal'on \$10.00; Two-Quart, \$7.50. (Price west of the Rockies, 50c additional; in Canada, \$2.50 additional).

ALADDIN INDUSTRIES, INC., Dept. A, 609 W. Lake St., Chicago

The New BROWNEE FRUIT PRESS

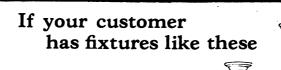


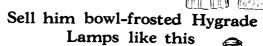
is making sales records these summer days. Many hardware merchants are cashing in on the popularity of this new press, why not you?

The New Brownee Fruit Press needs only to be introduced to your trade. Give it a prominent spot in your store, let your customers see how sturdy, simple in construction and easy to operate it is—and it'll give your cash register plenty of work.

The height of the fruit season is almost on us. Send in a good sized order NOW while it's possible to fill orders. Sold only through jobbers.

M. J. BROWN MFG. CO. 2671 Salmon St. Philadelphia, Pa.





B o wl - frosted removes the glare of clear lamps and does away with strong shadows. The light from Hygrade bowl-frosted lamps is kind to the eyes and does not cause eyestrain.





HYGRADE LAMP CO

GENERAL OFFICE AND FACTORY



Duluth - Displayed Goods Are Two - Thirds Sold



Installation in store of F. J. Pekoc, Jr., Cleveland, Ohio.

Inside Show Windows Sell the Goods

Outside show windows bring customers into your store. Inside display equipment, Duluth-made, gets money out of customers' pockets.

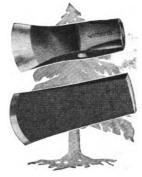
There is a Duluth display case for every type of merchandise—one which sets off the goods better and sells them more quickly.

Write today for folder 17 and tell us something of your store, its size and layout. Better still, make a rough floor-plan, and Duluth sales-engineers can then recommend the most efficient and economical display for your requirements.

DULUTH SHOW CASE CO., DULUTH, MINN.

DULUTHSTORE EQUIPMENTH

for guick work and a



Sledges, Picks, Hammers, Hoes, Tongs, Wedges, Bars, Blacksmith Tools

Many dealers tell us that when а customer "Ouikwerk" on a tool, he smiles, and pays, and asks no questions.

Woodchoppers' tools are illustrated. Ask for complete catalog.

THE WARREN TOOL & FORGE CO..

264 Griswold St. -Warren, Obio

♦•**♦**•**6**•**♦**•**6**•**6**•**6**•**6**••



the Adjusto Rack

Three and six arm sizes—hard-wood arms, substantial metal parts. Instantly adjustable to any width and just as quickly folded back out of the way when

Endersed by Good Heusekeeping stitute and other authorities. Order from your jobber, or us for description and price.

FERNALD MFG. CO. Dept. G North East, Pa

ARMSTRONG'S RATCHET ATTACHMENT

A Size to Fit



Every Stock

Made by

The Armstrong Mfg. Co. Bridgeport, Conn.

Pioneering in Bait Casting Development

~are you reading it in Sporting Goods Salesman?

N the June issue of that bright littlemagazine that you're getting, you'll find the most interesting article you ever read about a window display. meatfor you-direct, profit-building, sales - making ammunition for closing bigger tackle sales. It puts reason and scientific argument behind bait selling.

Sketch it through, grasp its helpfulness and then—in conjunction with the Heddon Chart on your counter—apply its force!

When the dilly-dallying, undecided customer is wavering as to which bait to choose, close it up by showing him what the Heddon factory and 30,000 anglers have picked out for him! Smart action with the chart's help means the sale of not one but several baits.



Stretch it to a whole outfit!

Make 'em see that full standardization on Heddon equipment is long-run economy and real fishing satisfaction. Any one of these · four combinations makes a hefty tinkle at the cash register

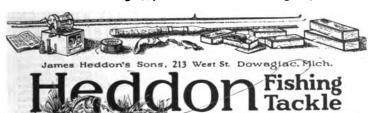
6 First Choice Baits and 50 Yds. 15 lb. test Waterproof casting line. 3-15 Casting \$29.35 Reel,

Same as above with Level Wind- \$49.35 ing Reel,

With No. 2½ Split -With No. 6 Jim Heddon Pavoi Bamboo Rod and No. ite Split Bamboo Rod an ite Split Bamboo Rod an Heddon No. 3-15 \$35.35 Casting Reel,

Same as above with \$55.35 Level Winding Reel.

"Heddon Made-Well Made"



Wm. Croft & Sons, Ltd., Toronto, Can., Sole Canadian Representatives

Brush Sales



Will be a very important part of your business if you offer a line that is complete, dependable and attractively priced.

SHIELD BRAND BRUSHES not only fill these requirements, but are available to dealers on short notice.

Advance stocks are made up for your convenience. We make this investment.

You order as needed make immediate turnovers and net satisfactory profits.

> Retailers can be supplied through their nearest Jobber, as reputable Jobbers throughout the country carry the Shield Brand Line.

Write us for the name of your nearest Jobber.



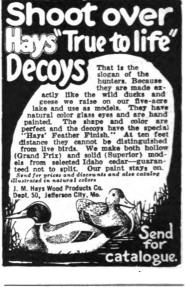
SHIELD BRAND BRUSHES

Are Sure To

Save the Surface

Bigelow Brush Co.

Baltimore, Maryland







NORTHLAND SKI MFG. CO. 2201 HAMPDEN AVE. ST. PAUL, MINN. FIRST IN 1871



1923

What is it worth to have back of you a firm that has a record of success for more than half a century? When you see on a bank "Established 1871" you know that means SAFETY. Why shouldn't it mean just as much applied to washing machine manufacture? It does.



Retail Price, \$80. Slightly higher in extreme East and West.

É

J.

4. 4. 4.

THE Horton Electric Washer

Is a credit to any dealer and a builder of business that stavs with you. A quality product - scientifically designed-sturdily constructed -easily operated-beautiful in appearance. Famous for reliability. A home laundry triumph. It is the culmination of more than 50 years of washing machine building.

When you push Horton Washers you are fortified by the good will of housewives in every community. This makes your sales easier, quicker and your profits bigger.

Jobbers and Dealers, write for full data of complete line for hand, water, engine and electric power.

Horton Manufacturing Co. FORT WAYNE, INDIANA

Established 1871

Pioneers for 50 Years



This cool, attractive gasoline-heated iron a good year-round seller but hot weather is the time of biggest sales.

The **Royal** Self:Heating Iron

does away with stove fires for ironing. Requires no gas tube or electric cord. Over 1,000,000 now in use.

Free Window Trims Counter Displays, Newspaper Ads and Booklets to help your Sales.

> Royal Self-Heating Iron Co 603 Wayne Street Big Prairie, Ohio

The McCaskey Register Company Has More Openings for Specialty Salesmen.

Due to the natural growth and expansion of our business, as a result of our new combination Cash Register and Adding Machine, which we placed on the market thru our Sales Organization within the past year, along with the increased demand for McCaskey Credit Registers and Sales-books which have been on the market for over twenty years, we have a few very desirable openings in our Sales Organization for men with the necessary energy, enthusiasm, ambition and native sales ability to sell our combination Cash Registers, Credit Registers, Adding Machines and Salesbooks on a very satisfactory commission arrangement wherein commission is advanced weekly. This is an unusual opportunity for large earnings and for you to become identified with one of the largest national sales organizations, with its opportunities for broad sales experience and advancement. Address in confidence, giving full particulars about yourself, the MeCasteria and advancement.

its opportunities for broad sales experience and advancement. Address in confidence, giving full particulars about yourself, the McCaskey Register Company, Alliance, Ohio. A personal interview will be arranged for by appointment.





For Poultry and all LIVE-STOCK

Used and recommended by 50 Agricultural Colleges

ZENNER PRODUCTS CO.
Chemis's Detroit, Mich.



HALL'S TEAPOTS of Secret Process Firebroof China ~



ALL'S Decorated China Teapots hold a firmly established place in the heart of the American housewife. She prizes her Hall Teapot as she prizes her Irish linen, her sterling silver and her best cut glass.

It may be surprising that even so fine a product as Hall's Teapots should have reached such a place in her affections in less than three years since she has first been able to buy them.

It could not have happened without national advertising to help. It could not have happened if Hall's China Teapots were not all that the advertising says they are. It could not have happened if "Better Tea in a Hall Pot" were a fiction and not a fact.

Write for full information as to assortments and trices.

HALL CHINA COMPANY

Largest Manufacturers of Fireproof Cooking China in the World

505 WALNUT STREET

EAST LIVERPOOL, OHIO

Traveling odd-job men help sales

During a recent period of unemployment in a large industrial town in the East the proprietor of a hardware store had a call from a seedy-looking stranger who asked him for twenty cents' worth of credit for half an hour. The request was so unusual that the dealer asked for an explanation.

"I want four five-cent figures to number a house with," the stranger explained. "I can put them up, get ten cents a figure for them, pay you and have twenty cents over for some

food."

The beginning

Half an hour later he returned and laid forty cents on the counter. "I want four more figures," he said. "The lady's neighbor wants her house numbered, too!"

As the dealer sorted out the figures, he had an idea. "I'm going over the road for my lunch," said he. "If you'll share it with me, there's a little proposition I'd like to talk over with you."

As a result of the conference, his new assistant started out next morning with several packets of assorted styles of numbers and a tack-hammer. Wherever he found a house without a number, he offered to "put them on for you right now for ten cents a figure." The amount involved was so small that most people accepted his offer. The first hour he put up twenty-three figures. Before the

end of the first day, it was necessary to send in a rush order to the jobber for more 1's and 2's.

The scheme worked so well that the dealer soon had three more men busy, assigning them to different parts of the city. Besides numbers, these men discovered that there were other articles they could sell.

One man was asked by the lady of the house if he could fix a water tap. He found that all it needed was a new washer, and improvised one for her from a piece of an old shoe. After that, each man carried a box of washers and a wrench, and offered to fix leaky taps. They offered to put in new panes of glass wherever they saw a cracked or broken window and then they added letter-boxes."

Although the profits on this work were small, they amounted to quite a large sum at the end of each month.

A display idea for twine and sponges

Quite a simple and different way to display balls of twine and sponges is one used by a large hardware dealer in Boston.

A sample ball of each size and grade of twine is strung on a piece of string and hung from the ceiling in one corner of his display window near the front.

He does the same with his stock of sponges, hanging them in the opposite corner. Hardly any window space is taken up and yet it gives a prospective buyer an excellent presentation of the twine and sponges.

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Every HEMCO Dealer Will Find an Announcement

of supreme importance regarding

HEMCO PRODUCTS

in
the
August
Number
of
Good
Hardware

It will pay YOU to read this announcement

GEORGE RICHARDS & CO.

557 W. Monroe Street CHICAGO





A Valuable Impression

pleasing impression upon customers is of value. You can create one and at the same time save your goods from damage by spreading sheets of TANGLEFOOT in your show windows, especially over Sunday.

TANGLEFOOT will then be at work for you and will not only catch the flies, but attract the attention of people who pass your store to your efforts to keep your stock clean and fresh, and create in them a desire to use TANGLEFOOT themselves. This means extra sales to you. You can now sell at the old price, two double sheets for 5 cents, and make a profit of 50 per cent.

Remember TANGLEFOOT catches the germ as well as the fly, and that poisons, traps, or powders cannot do it.

TANGLEFOOT — TANGLEFOOT —

-TANGLEFOOT -

MOE'S GOOD POULTRY SUPPLIES



A great many of your customers raise "back yard" poultry and need the right fixtures to care for them properly and economically. "Moe's Line" meets all these requirements, and is a satisfactory and profitable line for you to sell.

Write for Catalog

HOEFT & COMPANY

408 No. Ashland Ave. Chicago, Ill.



Frank Sights

for Every Purpose

Every Gun

Send for

Catalog

Lyman Gun Sight Corp

175 West Street,

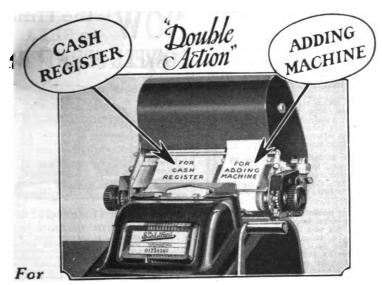
Middlefield, Cons.

SNOW-WHITE STEEL
MEDICINE CABINETS
and MIRRORS



This mark guarantees finest quality possible and money back if not estimatery.

Hess Warming & Ventilating Company 1210 Tacama Bldg. Chicago



Hardware Stores—"Double Action"

The Sundstrand is an adding machine as well as a cash register

You need a cash register every day—also an adding machine. Sundstrand gives both—is a "double action" machine—first cost is low—gives double service for years.

Simple to use, too. A mere shift of the new "divided carriage" changes from cash register to adding machine. You add and multiply on one tape—record cash register transactions on the other. As a cash register the Sundstrand protects your cash—drawer cannot be opened without indicating the reason. There are indicators for several clerks and for nine departments, such as paints, cutlery, stoves, etc. Holds all records rewound in register, total under lock and key.

As an adding machine you have Sundstrand simple 10-key operation to help check sales slips and invoices, foot ledger, bank balances, figure inventory, etc. You have the same adding machine of which Standard Oil Company, Eastman Kodak Company and many other leaders use from 15 to 100 each. Write for low price and full details. See how this "double action" service helps you stop leaks, prevent errors, reduce losses and make more money. Ad-

SUNDSTRAND ADDING MACHINE CO. Rockford, Ill., U. S. A.

dress Department H.

Sales and Service Stations throughout the United States and Canada

The Sundstrand Credit File is an added feature—offers a safer, simpler, easier and better way to handle credit accounts. Completes a fully rounded out "business protection" service in a single, compact unit.



When You Called Upon-

to make repairs that take more time than you con-scientiously can charge for, do you look for the quickest, most economical and practical form of doing the job?

For soldering jobs such as pictured and described here—Kester Acid-Core Wire Solder hits the mark, because it saves time, labor and material.

Tiny pockets inside the hol-low wire form of this vir-gin tin and lead solder sup-ply a scientific flux, only where you need it just before the solder melts. Then comes the solder, thus forming a neat, substantial bond. quick, economical method.



Seld by live dealers every where in one pound cells, i cartens, and on one, five an ten pound specis.

CHICAGO SOLDER COMPANY 4213 Wrightwood Avenue, Chicago

Direct Factory Representatives: THE FAUCETTE HUSTON CO Chattanoogs, Tenn. LOUIS J. ZIESEL CO. 216 Market St. San Prancisco, Cal

KESTER



Requires Only Heal

NOW is the Time to SELL **LOWELL SPRAYERS**

for Spring Spraying

No. 110

Lowell Fountain Com-Pressed Air Sprayer



Recommended for general use home. Is eveld of intrieste parts. tomate and positive in as Strongest air pressure sprayer made—ster 5 times the air pressure necessary to ope Packed sunty in corrugated shipping. Write us for some real information, on sprahous to sail more sprayers and the many uses can be put to. about the farm, orchard and

LOWELL SPECIALTY CO.

Lowell, Michigan





SPIRALET

Sell everywhere Superior to any other m 16 colors and 12 state

Order from your jobber If your jobber does not han die, write direct for sample

Manufactured only by M. BAYERDORFFER

Huguenot Park, N. Y.
Largest Maker of Colluloid Rings in the Worl





NO picture can show the qualities of accuracy, dependability and reliability which have built the Smith & Wesson reputation for superiority. Actual examination will convince you. Any dealer will gladly permit close scrutiny of any Smith & Wesson revolver.

SMITH & WESSON

Manufacturers of Superior Revolvers

S P R I N G F I E L D MASSACHUSETTS

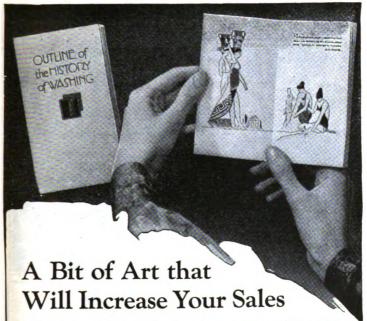
Catalogue sent on request. Address Department K

No arms are genuine Smith & Wesson Arms unless they bear, plainly marked on the barrel, the name SMITH & WESSON, SPRINGFIELD, MASS.

Branch Offices: Los Angeles, Cal., Seattle, Wash.

Western Representatives:

Andrew Carrigan Company, Rialto Bldg., San Francisco, Cal.



How many washing machines do you sell? You can sell more by using the attractive sales literature we offer you free of charge, including the imprinting of your name.

Every woman will pick up and carry home a copy of "An Outline of the History of Washing" if you will place some copies on your counter.

It is a most artistic little booklet, with illustrations in four colors, showing methods of washing clothes since the time of Eve, in contrast with

STREET NUMBER.

the convenience of the copperequipped electric washing machine method of today. An exquisite example of art in illustration and typography on which any dealer will be proud to have his name.

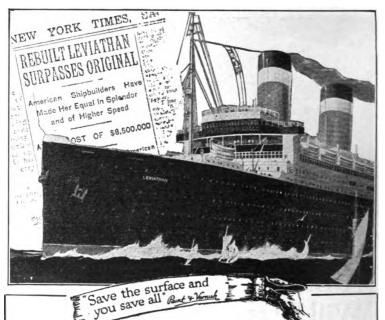
Just tell us how many you wish. Your name imprinted. No charge whatever. Use the coupon.

COPPER & BRASS RESEARCH ASSOCIATION

25 Broadway - New York

COPPER & BRASS RESEARCH ASSOCIATION, 25 Broadway, New York.	G. H.
Please send, without charge, copies of "An OutHistory of Washing" for distribution over the counter and i Imprint dealer's name as follows:	tline of the n our mail.
(Sign name of firm or individual exactly as you wish it in	printed.)
NAME	

Say you saw it in GOOD HARDWARE



The Proud Leviathan

The Leviathan, Uncle Sam's Queen of the Seas, required all finished surfaces capable of enduring the moist sea air and the conditions of ocean voyages,

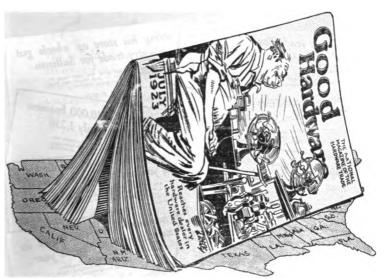
Hilo Tri-proof Spar met every test required by the Orsenigo Company, who supplied much of the furniture for state-rooms and saloons on this great vessel.

Hilo Tri-proof Spar is proving every day that it is absolutely waterproof, and that extreme temperature changes cannot crack it.

This Hilo Varnish will satisfy your over-the-counter trade. It offers a good profit margin for your store. Let your customers share that same continuous satisfaction on their furniture and woodwork, which this varnish will give to those travelers who will seek the Leviathan's great comforts.

HILO TRI-PROOF SPAR

HILO VARNISH CORPORATION-Boston, Chicago, Brooklyn, New York



100% coverage of the hardware trade is only one feature in the success of Good Hardware. It has made good with the reader. That is the big thing. Practically all our effort has been concentrated on giving the hardware dealer the most helpful and practical information that can be had and presenting it in a way that insures its being read. The wisdom of our policy is proved by the unusual growth of advertising volume carried in Good Hardware.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway New York

Good Hardware

The National Magazine of the Hardware Trade



The Editorial Policy that has Built Unusual Reader Interest

ARDWARE dealers themselves have told us why they read Good Hardware—"because it has good stuff between the covers."

We know the hardware dealer. We know the man who runs a little store and does all the work himself. We know the man who operates the big establishment, who has a private office, a board of directors, and a string of clerks and assistants. Actual experience in the hardware field and close contact with thousands of hardware dealers have taught us what the hardware dealer wants and what he will read with interest.

So we leave out the so-called "news." No market reports. No convention notes. No write-ups. No empty theories. No windy advice, No dreams. No

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hokum. Just selling talk on how to move the goods from the back room out through the front door at a profit.

We tell how one store put on a sale that cleaned out an overstock of ranges in a hurry; how other dealers bring women into their stores; how to conduct a successful paint department, based not upon our ideas but upon the actual experience of thousands of retail merchants; we take the merchant through the ins and outs of the automobile accessory business; and so on down the line, giving facts and figures, names and places.

When a merchant reads these articles he knows they are not theories concocted in an editorial room. He knows that these things can be done because they have been done before.

Good Hardware sticks almost altogether to the selling side of the hardware business. We campaign vigorously for anything that will help the merchant sell more goods. No profit is made until merchandise is sold. We are helping hardware dealers to make a profit.

On the opposite page we reproduce the headings of a few of the articles that have appeared in recent issues of Good Hardware. These indicate clearly the practical nature of the editorial matter in Good Hardware, and the live, progressive spirit of the magazine.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York

Good Hardware

"The National Magazine of the Hardware Trade"





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\$1.00 a Year

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It fits



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the pocket

LEONARD TINGLE, Publisher J. W. GREENBERG, Managing Editor Associate Editors, CARL W. DIFMAN ALBERT B. SEADLER 912 Broadway, New York GEORGE H. LEIGH, Eastern Manager, 709 Sixth Avenue, New York EDMUND CARRINGTON, Western Manager, Mallers Building, Chicago J. A. Townsend, Pacific Coast Manager, Hobart Bldg., San Francisco



How a single specialty is reducing the stock of thousands of dealers

INTO the store of a large paint dealer several days ago came a practical-looking little man. He belonged undeniably to those millions of home owners who do the "small jobs around the place" themselves.

"I want an enamel for the woodwork of my house," he said. "White. And I want something I can put on easily myself — something that doesn't take three or four coats, either."

"Yes, sir," said the dealer. "Barreled Sunlight."

Half an hour later the owner of a department store entered.

"I've got a real paint job on my hands," he explained. "I want a white paint that will reflect the light and I want a smooth washable finish that won't need another coat to cover up the dirt in a year's time. Now don't recommend expensive

"No, sir," said the dealer. "Barreled Sunlight."

The advantages of a smooth, lus-

trous finish—the ease of application and covering power of an oil paint price that permits its use in every type of interior—and a guarantee that insures satisfaction.

These are the reasons why the use of Barreled Sunlight, the Rice Process White, is becoming universal to-day—and why dealers are finding that this single specialty is enabling them to reduce their stock and increase turnover.

Barreled Sunlight is sold in cans from half-pint to five gallon size barrels and half-barrels. Sample can sent on request.

U.S. GUTTA PERCHA PAINT CO.

Factory and Main Offices
45 DUDLEY ST. PROVIDENCE, R. I.

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Barreled



Sunlight

Good Hardware

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

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The decimal system has stood the test in the electrical industry

ELECTRICAL JOBBERS AND MANUFACTURERS SAY THERE WOULD BE AN INCREASE IN OVERHEAD AND IN ERRORS IF THEY ADOPTED THE OLD SYSTEM

By Benjamin O. Wilkins

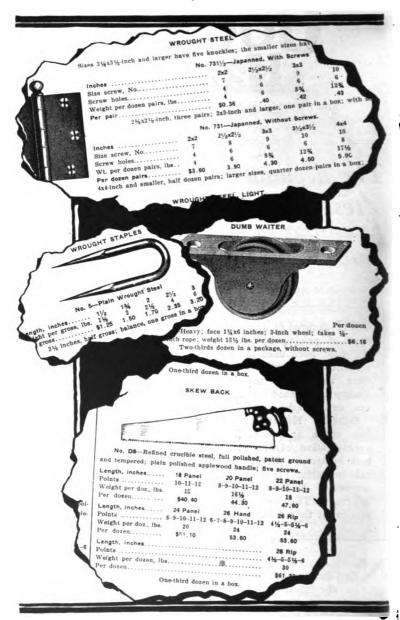
The decimal or unit system of pricing has from the first been used in the electrical industry. Figures throughout the industry are based on one, ten, or multiples thereof.

GOOD HARDWARE has made an exhaustive investigation of the decimal system in the electrical industry. It has interviewed leaders in the business. This article tells you what they think of it.

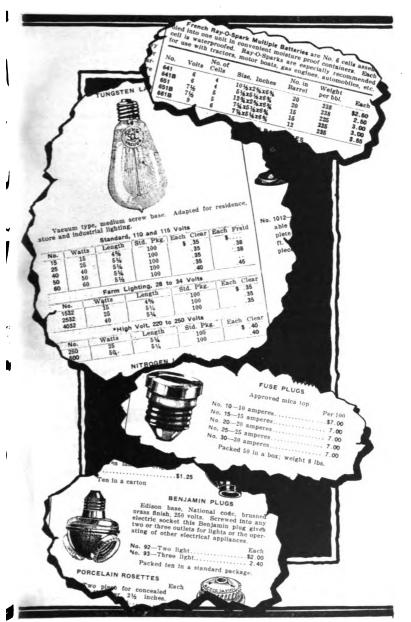
O SUCH cumbersome system as the antiquated dozengross method of counting and measuring has ever troubled the electrical industry. Manufacturers, wholesalers, jobbers and retailers offer up a prayer of thanks for this fact whenever they think of it. Moreover, they are very likely to smile and ask if it is still used by any merchants outside of the department stores.

Department stores — which use some systems dating back long before the year one—still stick persistently to the dozengross idea. Even when they can't sell by it, they go on buying by this clumsy method. Confusion and loss result all along the line, from the receiving department, through the bookkeeping department and on to the selling force. The size of this loss will never be realized until department store managers reform and declare for an up-to-date system.

But the man dealing in electrical goods—from contractors' supplies and household appliances, to electric ovens and power-house repair parts—rejoices that his line is not clut-



Here are a few excerpts torn out of a jobber's catalog. They help to explain why dealers get headaches and lose money as a result of time spent and errors made in figuring their invoices



How much simpler and more efficient it is to figure an invoice priced in the decimal system may readily be seen in these clippings taken from an electrical jobber's catalog

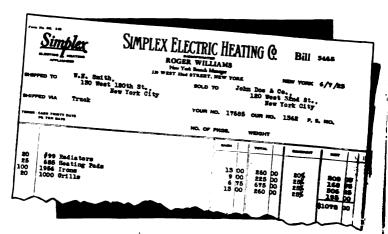
tered up in any way with dozens and grosses of anything.

He knows, too, that his adding machine and his cash register—both of them business aids which were not in use in his grandfather's time, though the dozen-gross system was—are built to do their work on the decimal system.

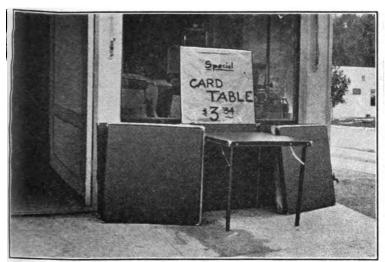
The electrical man appreciates the fact that his bills and invoices are much more simple and more easily checked than those handled by the men dealing in merchandise where the dozen-gross system still holds. Yet, though making use of the most up-to-date methods in all directions in his new industry, the man in the electrical line very likely doesn't know how it came about that this industry is operated on the decimal system.

The reason for using the most approved form of calculating and measuring here is simply the fact that scientific men were the discoverers and inventors of electrical force and its applications. Scientific men have been identified with applied electricity from the beginning. These men work with the simplest methods, which are, at the same time, those methods which mean the least likelihood of error. Scientific men know the advantages of the decimal system and there was never any question of using any other. Men who understand the simplicity and advantages of the decimal system never use the dozen-gross system for calculating or measur-"What?" gasped one who was questioned about the use of the two systems. "Figure the cost of 3-7/12 dozen lamps billed at \$4.96 per dozen, instead of 43 lamps at \$0.415 each? It comes to the same answer, of course, but who would choose

(CONTINUED ON PAGE 62)



Invoicing goods in this manner is popular in all branches of the trade because of its great simplicity. Some business men estimate that a return to the old system would cost 35% more in bookkeeper's time



When the Annandale store runs its weekly specials Los Angeles house-holders do not hesitate. They know the store and its sidewalk displays

How one dealer uses Saturday specials

In order to get the people in its district interested, the Annandale Hardware Store, of Los Angeles, uses one item on Saturdays and Mondays as a special. This draws trade, makes the store better known and convinces people that it is worth their while to keep track of what it is doing.

On one Saturday, for example, the store placed a solid array of breakfast room chairs, unpainted, but sturdy in construction, on the front sidewalk. On them was a large card bearing the offer, "SPECIAL \$2.48." The sight of the mass of chairs and the fact that it is a rare home that cannot find a place for such an article caused hundreds of folks who might have

gone by to stop and look, and made many of them buy.

Another week-end he placed in the same place a group of folding card tables, one set up, several folded, but most of them wrapped ready to take away. On the wrapping paper of one of them he had his offer lettered.

"Our experience," said the proprietor, "is that the best buying specials are small articles of staple use, the purchase of which does not mean too much of an outlay. We mark these things very close and find that it has paid us to do so. In the smaller things we have found pliers, canvas gloves and some other small items quite successful."

You can make your own showcards. See Lesson II—page 41



Hoffman has a lot of stock and very little room, so he has been forced to make the most of every inch of his unique little 10-foot store in uptown New York. Only one sample of every kind of merchandise is displayed and sales are made from these samples. The proprietor stands at his counter in the rear where he can survey his ten-foot kingdom

Hoffman does a big business in a ten-foot store

BADLY CRAMPED FOR SPACE, HE HAS MADE THE MOST OF EVERY INCH AND WORKED OUT SEVERAL NOVEL SCHEMES AS A RESULT

MICHAEL HOFFMAN operates a hardware store and repair shop on busy Eighth Avenue, New York City. In that vicinity rents are high and space is limited, and these conditions have forced him to adopt some unusual business methods. His store room is only 10 feet wide and 50 feet in length, yet he manages to do a volume of business that is surprisingly large.

The plan of the store allows for absolutely no waste of space. An aisle, three feet in width, leads from the entrance to a counter three-quarters of the way to the rear. This aisle accommodates all the customers. and is flanked on either side by merchandise piled and stacked to the ceiling. A second aisle, of equal length, but only two feet in width, gives the proprietor access to a middle tier of merchandise and another tier against the wall. These two tiers are used entirely for storage. In the rear, behind the counter, is the repair shop and office.

Speed is necessary

The greatest necessity in Hoffman's business is for rapid sales. He must get rid of customers quickly, because he hasn't room for more than a few. So he sells entirely from samples; in fact, he sells only samples. On the shelves that line the main aisle he displays countless articles. The customer selects the merchandise desired from the sample and Hoffman sells that sample. In order to keep the display stock complete, each article is equipped with a small tag on which is marked the cost, sale price, name of the article and the name of the firm it may be ordered from.

His "want" basket

As each sale is made the tag is removed and placed in a wire receptacle on Hoffman's desk. At the end of the day, or during lulls in business, the tags are consulted and the articles that have been sold are replaced from stocks maintained along the storage aisle. The tags are again affixed and the new samples of merchandise are again put in position for selling.

By this unique plan, Hoffman is able to do business intelligently. The highest possible conservation of space is afforded and no time has to be wasted in pulling down boxes to secure the article desired. By displaying only one article, his entire stock of merchandise is repre-

sented where his customers can see it. And by selling the article that is wanted, the sale is effected with extraordinary facility and quickness.

This idea of selling from samples—and selling the samples is, of course, the only method Hoffman can use. He was forced to adopt the system through circumstance. It has an additional advantage in that it has solved his problem of marketing, because the tags taken from merchandise sold and thrown into the basket, act as a want

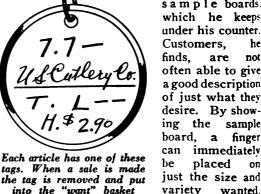
book, and show him just what he must order. Ιt has another argu-For the ment: most part only fresh, clean arare sold. New samples attract the eve of customers. securing a rapid turnover, replacements are made frequently - and

the fresh replacements advertise their qualities in their newness. This condition makes for more business.

When Hoffman started he had a counter running lengthwise of his store. Now it is in the rear-for two reasons: Customers, in order to reach the proprietor, must pass down the aisle between the two tiers of merchandise. Many see articles that they want which they had intention of purchasing. Display creates demand. fore a customer who might want a box of tacks gets out of the store, he frequently purchases other merchandise because he has been forced to notice itjust as in a grocerteria. Hoffman recommends this idea for His second all small stores. reason for putting the counter in the rear is that he is able to keep an eye on all customers and there is no chance of loss from petty thievery.

With all small articles, such as tacks, screws, nails, etc.. Hoffman has all sizes and varieties firmly attached

sample boards. Customers. finds, are ing the board. can be placed variety wanted. In a moment.



then, the order is filled and the sale is made. The stocks of merchandise relating to these display boards are around the counter within easy Following this same reach. idea, Hoffman has display boxes of gas mantles, containing one of each style and grade. each mantle is sold it is replaced. These ideas make for immediate selection and quick handling.

Little room exists in Hoffman's store for traveling salesmen. He needs all his room

for customers. But he also So he has a needs salesmen. system which reduces their interruptions to the minimum. He has an ordinary letter file on his counter in which he keeps order sheets, one for each jobber with whom he does business. These are significantly labelled and on each one he enters, as occasion demands, the names and quantities of articles he wants to order. When a salesman appears he selects the sheet marked for his firm and copies down the orders. There is little or no discussion. Hoffman can wait on trade while this is going on. The salesman replaces the list and when the order is received Hoffman checks it over with the list. A salesman with a new product is offered but one encouragement.

His storage system

"If you can find room to hang your article I will buy it," Hoffman advises.

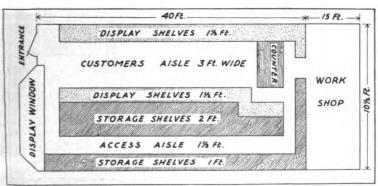
Hoffman's storage aisle is a necessity also. As each box of merchandise is delivered, he opens it and places in it a slip of paper on which he has written the wholesale cost, the retail price and the name of the firm supplying the product. The box is then put "in storage." As the supply of articles is exhausted by sales, the slip is taken out and an entry for an order is made on the aforementioned salesman's sheet. Keeping up this simple plan makes it impossible to run shy of any article.

The repair department

The repair end of Hoffman's business is profitable. In the tiny workroom he has a drill press, lathe and work bench. He accepts all kinds of repair work for his customers.

Here, again, the lack of space demanded a novel treatment. The mechanic who does the repair work is not alone a mechanic. He is also a clerk and he helps out during rush hours and takes charge when the proprietor is away.

Obviously, Hoffman is his own bookkeeper and stenographer.



Floor plan of the Hoffman store showing how efficiently the dealer has utilized his limited space

A window that sold rope in California

Two of the up-to-date "Personality Dolls" with their elongated limbs and fantastic faces, were the central figures of a window advertising ropes used recently by a California dealer. The "land" part of the picture, a drawing of which is reproduced here, was made of real dirt, banked even with the sill of the window. The sea, a little below this, was made of glass over blue "dry color" from the paint department.

A small clothes basket made of rope, tacked into form with coarse thread, held some wet clothes. The orange wool hair of the modest and shy young woman was a striking contrast to the white "clothes," her pale green frock and the blue sea.

The sailor boy wore navy blue, of course, and bestrode a ridiculously small ship (bought at a five-and-ten-cent store). The background was painted in with common house paints. The anchor was of sheet tin cut into shape with shears. The placard. "On Land or Sea We Guaran-— Cordage," was painted right on the sheets of cardboard that formed backs and sides of the "window" when the scenery was painted. A 1 x 4 tacked to the back of the cardboard made strong enough support for a stout nail to hold a "hank" of the advertised rope.



A California dealer with a sense of humor devised this clever cartoon window to let people know about his rope stock—and it worked

Fruehauf increased his sales 40% by efficient store arrangement

CLEVELAND DEALER REMODELLED HIS STORE SO THAT FVERY ARTICLE IN STOCK AND ITS PRICE COULD BE SEEN FROM THE FLOOR

By Harry E. Martin

SALES increased more than 40 per cent. in less than one year. Paint stock was turned eight times within a year.

This is a record that many a hardware dealer would like to make. It has been scored in the past twelve months by C. E. Fruehauf, who conducts a store in Lakewood, a Cleveland suburb of 50,000 inhabitants. And the biggest factor in the growth of his business is the arrangement of his store and its stock.

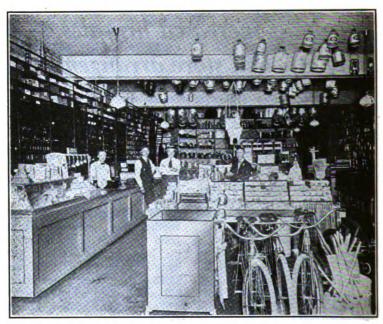
Better display explains this growth, according rapid Fruehauf. "Goods neatly and attractively displayed are readily sold," he says. "People want to see the things they buy, and the very fact that practically every kind of merchandise we handle is displayed leads people to buy many things they do not think of purchasing when they first enter the store. When they see an article they need or desire, but perhaps have temporarily forgotten about, they buy the item. The sight of it jogs their memories."

A stranger entered the store while I was talking with Fruehauf. He asked for a saw. Looking at the saws in the display panel, he quickly selected the one he wanted, and while he looked at it and at the price tag in the case, Fruehauf pulled another saw identical with it from the stock in a drawer in the base of the cabinet and hung it on the panel. The man handed the dealer a five-dollar bill and looked about casually while Fruehauf took it to the cash register to get the change. Suddenly he called out, "Oh, yes, there's another thing I wanted—a padlock like that one," and he pointed to one displayed on a panel nearby.

The added sales

"That's the way it goes every day," explained Fruehauf later, "The display of hardware, with related lines shown close together, makes larger sales possible. The customer comes in for some paint and also takes away a brush, often because he sees the brushes near the paint department. Or a man comes in for a hammer and takes along a plane or a pair of hinges too."

What immediately attracts the observer to Fruehauf's store is the simple, neat and effective arrangement. There is plenty of space for customers to move about through the store and



The Fruehauf store before it was remodelled, when stock, tables and counters cluttered up all available space

everything in the stock seems to have its place. Things are not cluttered up nor are aisles blocked by bulky articles on display, yet everywhere one's eyes go, there are articles of merchandise to be seen.

Only one counter

There is only one counter in the entire store, a small wrapping counter two-thirds of the way back in the store. Display cases take the place of the old-time counters, so that customers have access to all parts of the room. Fruehauf believes that counters hinder sales. He wants his customers to get right close up to the goods in which they are interested, or in which they may become interested.

On each side of the store entrance is a large window which Fruehauf keeps attractively filled with displays of merchandise at all times. Upon entering the store, one sees, along the right wall, deep cases with sliding doors which protect the merchandise from dust. These cases are stocked, in order, with sporting goods, glassware, aluminum, granite and tinware. In front of these cabinets is, first. a small show case of radio goods; next, a display table of four shelves, upon which are shown special sales merchandise; then a row of ranges and last a large rack carrying garden tools.

At the back, where it can be seen equally well from any part

of the store, is the paint department, with the hundreds of paint and varnish cans in full view. The stock is clean and fresh and is all of one nationally advertised brand.

"Paint is an all-year seller, and everyone coming into the store is a prospect for it," said Fruehauf. "That's why I put the paint department at the back, where no one can escape seeing the cans. I carry only one standard brand, and last year our stock was sold eight times. I don't believe in carrying a large stock, but I do believe in having on hand a good line of fresh goods and in displaying it all the time."

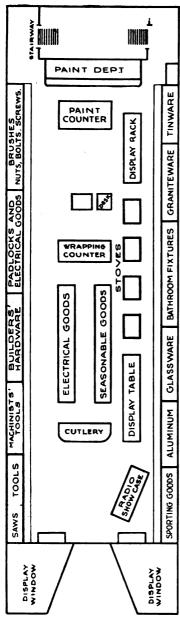
On the left side of the store,

looking toward the rear, one sees display panels of carpenters' tools, machinists' tools, builders' hardware, electrical supplies, paint brushes, and screw cabinets.

Directly in the front center part of the store, some ten feet from the door and facing it, is the cutlery showcase, with a great many items shown, and with stock carried in drawers under the display. Back of it, at the right side, and running perpendicular to it, is a showcase containing glassware and household electrical appliances. On the left side, in the same position, is another case, for bathroom hardware and other items. Back of these cases, which form



After remodelling. Fruehauf eliminated all counters and substituted wall panels and cabinets and a few show cases. The change gave him space and added convenience in selling



Fruehauf's new arrangement showing the big selling space

a U, is the wrapping counter. Parallel with this stand the manager's desk and cash register, and back of them is the paint department.

Other serviceable features are For example, the noticeable. wall cases and cabinets deeper than the usual type. The top cases are 24 instead of 18 inches deep and the bases are 36 instead of 32 inches deep. permits the storing of larger articles and keeps more and covered protected against dust and handling. Nor do the cases extend to the ceiling: instead, the tops are about eight feet from the floor, thus providing excellent space for displaying bulky merchandise, like children's vehicles, electric heaters, vacuum cleaners and the like. Necessity for a ladder for removing merchandise from high shelves has also been eliminated

He shows his prices

The display panels are hinged in pairs, and the goods which are displayed on one panel are stored in the case back of the adjoining panel. Thus a customer who is looking at planes is not disturbed when the clerk takes from stock the article wanted.

Fruehauf believes, too, that all articles shown should be priced. "The customer always wants to see the article, and he wants to know what it's going to cost him, so we try to combine both ideas. That saves the customer's time, and it saves ours."

(CONTINUED ON PAGE 86)

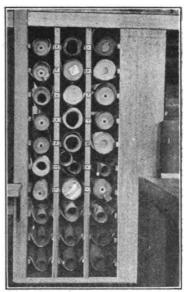
Toy puzzle draws crowd to his store

A merchant in Iowa recently secured the interest of most of the children in his territory and their parents by a very simple plan.

In one of his windows the merchant placed an attractive display of sporting goods, games, etc., in the center of which were a table and chair. Then he placed an advertisement in his local paper calling attention to his special "Play Day" for boys and girls. He offered a free ticket to the movies to each youngster who could solve the puzzle on the table within ten minutes. Those solving the puzzle in less than five minutes were to receive two tickets.

The next morning, when the store was opened, several boys were on hand ready to claim tickets. Only one contestant was allowed in the window at a time, and the others crowded around the front of the store. The interest increased throughout the day and the crowd of children and parents increased so rapidly that it was necessary to place another table in the window and let two contestants work at the same time.

The crowd in front of the store attracted passers-by and many entered to ask about the prize winners. That the plan has proven successful is shown by the fact that this merchant is now considering another contest for children, because he feels that this is one of the best ways to reach parents.



This compact rack was built right in the store out of old cases

A simple rack for wire screen

The Annandale Hardware Company, of Los Angeles, has an unusually serviceable rack which takes much of the effort out of handling wire cloth.

The rack is built like an ordinary case or cabinet except that in place of shelves there is a series of tin troughs in each of which rests a roll of the screen. At the side of each trough, fastened on the front uprights which support the rack, are small cards telling the width of the screen. Remnants are kept in the lower troughs. The rack is particularly worth while because of its compactness and because the screen is so easily taken out or put away.

Werner sells \$250,000 worth of one brand of paint every year

BALTIMORE PAINT MAN FINDS THAT THE BEST POLICY IS TO SELL ONLY ONE BRAND OF PAINT— AND ONLY THE HIGHEST GRADE

By J. K. Novins

N Baltimore, John Werner is known simply as "The Paint Man" and he has earned the name through his paint selling and his paint selling methods. Last year he turned his stock four times and his paint sales totalled a quarter of a million dollars. He handles no sidelines and no second grades in A series of clever his store. advertisements, however, has made him known throughout the city, and his store is a Baltimore institution, although it is located on the outskirts of the business section.

Werner's store, which is 26 by 110 feet, occupies three stories. The paint is stocked on shelves in an orderly manner, so arranged that employes do not have to use ladders to reach any of it.

Has only one brand

Although the stockroom looks crowded for space, Mr. Werner says it is so arranged that at any time he can make room for large incoming shipments.

Mr. Werner calls himself "The Tiffany of the Paint Business," because throughout he has always adhered to the principle of handling only one grade 22

of paint. The slogan, "We Sell No Second Grade Paints," appears in all his advertisements. Of course, it is high priced stuff, but Werner has never deviated from his policy, although he has often been tempted to add some cheaper grade to his stock.

No second grades

"Several times it was suggested to me that I could make more money by handling several grades—that is, several cheaper grades," Mr. Werner said, "but I figure that I can get enough business by handling one good grade instead of devoting my efforts to several. There is enough business in one high-class paint, provided, of course, that I work the market intensively."

Mr. Werner does not think it good policy to make a practice of recommending painters to customers. He believes that this will antagonize painters and decorators in the city. It is better that they be cultivated so that they will then lend their influence to send prospects to his store.

He secures his business chiefly through personal solicitation.

Digitized by

which he believes to be the best method. He visits prospects himself and also follows up by letter, but he finds personal solicitation more effective.

He has had his advertisements placed on a hundred trash cans on as many street corners in the city, and in this way alone he has gained a lot of valuable publicity. Several years ago a company offered to place neat trash cans on the street corners provided the city would allow it to place advertisements on them. Mr. Werner contracted with the company to place his advertisements, at a charge of \$2.00 per month for each advertisement appearing on one of the cans.

Opposition helped him

An unsuccessful attempt was made to pass an ordinance to prevent the operation of the plan and the newspapers gave the controversy a great deal of publicity. Werner's name figured in the newspaper accounts so prominently that the free advertising became quite valuable,

When he first started in business he had no help in the store and consequently could only go at night to plug his trade. To help him he adopted the idea of watching building reports, which gave him invaluable leads to sales.

Recently Werner started a "Clean-Up and Paint-Up Campaign," an idea which one of the local newspapers took up and it gave Werner a lot of publicity. In the interview, printed in the Baltimore American, he said:

"Get such a general movement

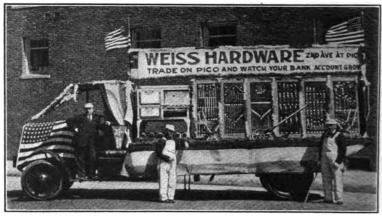
started and it will accomplish two results—it will make a more attractive and healthy city to live in and it will revive retail business. This will have its reflex in moving factory wheels and in decreasing unemployment.

"Call it an æsthetic movement if you want to, but there is nothing like the 'Clean-Up and Paint-Up' campaign to stimulate business. The average citizen never realizes the things he has neglected to buy to promote the convenience, health and comfort of his family and himself until the movement is started, and arouses everybody's buying desire for such things as scrubbing brushes, pails, garden implements, garden hose, paint and varnish, vacuum cleaners, disinfectants. paint contracting,

(CONTINUED ON PAGE 66)



One of Werner's methods of advertising his paint



With less than a day's notice this ingenious merchant constructed an attractive float and entered it in the community parade

Weiss makes float in jig time

One Friday noon C. C. Weiss, a hardware dealer on West Pico Street, Los Angeles, received notice of a parade that was to be staged by merchants of the community to tell the residents of the stores they had close at hand. By opening time the next morning he had a float ready for the parade that was to start He had had that afternoon. little or no time to plan and construct falsework for the vehicle that was to carry the float; so he made ingenious use of the things that he did have ready and at hand.

He borrowed a large truck from a neighboring lumberyard and at the front of it he stood a pair of his most attractive white enamelled gas ranges. Then he had a lawnmower rack from the store placed lengthwise on the bed of the truck. This, being 19 feet long, filled in the space between the two ranges. Then he took ten display doors from their hinges and set them against the mower rack, five to a side. The floor of the truck at either side of this set-up was covered with green festoon paper that was sewed to burlap to represent grass. When the truck was in motion, a bov was stationed on each side and instructed to act as though he were pushing a lawn mower; at each side, in front, a girl in white apron was shown working at the stove. Gallon cans of paint were placed underneath the ranges at each side. Hastily put up, and made of what little material was at hand, the float was one of the most attractive in the parade.

Your ideas are worth money—See page 54.

Jersey City dealer makes ideas pay for his advertising

PERLMAN DIDN'T HAVE ENOUGH MONEY TO RUN A NEWSPAPER ADVERTISING CAMPAIGN WHEN HE OPENED HIS STORE, SO HE USED IDEAS

By Chet Shafer

O advertise his business without the expenditure of any appreciable sum of money was the problem which confronted M. B. Perlman when he opened his store in Jersey City, N.J., eight years ago. The district into which he had moved was new, and the newness of his own store and his shortage of money made large outlays of cash impossible. Faced with the necessity of making his store known to the people who were already in the neighborhood and to those who were moving in he resorted to a number of inexpensive substitutes for newspaper and direct-by-mail advertising. He is still playing the game in the same way, despite the fact that his store has profited and grown to the point where it can afford to finance its advertising.

Manufacturers' circulars

The first method he hit upon for the advertising of his business was the use of the circulars and folders with which manufacturers supplied him. They sent him bundles of this literature descriptive of their products and he had these stamped with a cheap rubber stamp bear-

ing his name, address and telephone number School boys distributed them from house to house in the neighborhood for small sums.

Printed his own

The supply of circulars, however, was seldom sufficient for Perlman's needs, despite the fact that he got more than the usual allotment by writing to the manufacturers direct. order to overcome this shortage he got an electrotype, intended for use in a newspaper advertisement, from one of his manufacturers, and had a printer run off several thousand prints at very small cost. Perlman himself did the foldingand the problem of sufficient circularization was solved.

He now gets all his circulars in this way and some sort of advertising matter bearing his name, address and telephone number finds its way into the letter box of every customer and prospect in his territory at least once a week.

There is no trouble getting electros as the manufacturers and jobbers are glad to get the local advertising Perlman gives them by distributing folders.

The fact that Perlman's store is in a district in which building is still going on, gives him a continually growing list of prospects to appeal to. He takes full advantage of these new buildings and the new tenants who are going to occupy them. As soon as a building is completed and before anyone has moved in, Perlman tags the house with a card which reads: "If you want anything in hardware just call Perlman-Phone Bergen 8647-38 Jackson Avenue."

This information comes to the attention of the new tenant at the moment when it is most needed. People who are moving into new quarters are al-

YOU CAN GET

ways in need of some article or other, and the name and telephone number of a nearby store where they can get what they need is of great value to them. The first purchase may be small, but a buying habit is started and the careful dealer can help to make that habit permanent.

Clean-Up Week selling

In addition to the circularization work which he did and continues to do, Perlman made it a point to take advantage of every event which offered an opportunity for timely selling. During Spring Clean-Up Week. for example, he hired several young men to make a survey of every back yard in the neigh-They carried tags borhood. with them on which this message was printed: "You can get a new can at moderate prices from Perlman, 38 Jackson Ave."

can that was sufficiently worn looking to make re
Cards like these on all the old and worn ash and garbage cans in the neighborhood brought Perlman a large number of orders

The young men placed these cards on every garbage and ash

placement likely. This suggestion, coming at precisely the right moment and in the right place, resulted in the sale of a large number of cans.

Many buyers commented on his scheme and the idea brought him excellent advertising as well as sales.

Because his advertising was necessarily so limited, Perlman found it all the more essential to make full use of his windows. He devotes considerable time and thought to his displays, which he usually changes once a week

His window plan

Quite by accident he hit on the idea that changing an entire window gave many people the impression that he had discontinued the line removed. had just had a ten-day radio display and had made a complete window change when a customer entered and asked whether he had discontinued his radio line. He hadn't, of course, but he saw the danger of giving people the impression that he had. He had a painter letter an electric porch bulb with the word "Radio" and he kept this in the window. He placed it in the rear center, where it calls attention to his radio stock night and day.

Thereafter he never removed the line on display all at one time, but removed it gradually. Thus, if he is running an electrical goods display this week, next week when he installs a tool or aluminum ware display he leaves a few electrical ar-



Small boys tagged every door in the neighborhood to let people know about Perlman

ticles in the window to act as a constant reminder that he sells them. The next week he removes the electrical appliances and allows a few of the tools or aluminum articles to remain.

Locks have always been a big item in his business, but lock customers a l m o s t invariably asked him to help them put the locks on and to adjust them. Perlman was caught this way often: he would sell a lock at a good profit and then be forced to spend a half hour or more of his valuable time installing it. He could not refuse to help nor could he ask pay for his time.

He knew that he could not meet this demand on his time, so he set out to eliminate it. Other dealers in the community were similarly affected, so that

(CONTINUED ON PAGE 86)

What is the answer to the clerk problem?

A PRACTICAL DISCUSSION OF THE WORKING RELA-TIONSHIP BETWEEN BOSS AND EMPLOYE THAT IS OF VALUE TO BOTH DEALERS AND SALESMEN

By Frank Mappes

Mr. Mappes is peculiarly qualified to write about the clerk problem. For many years he was a hardware clerk—and a good one. He is proud of that experience. In recent years, both as manager and boss, he has handled hundreds of clerks. So he knows both sides of the problem, and what he has to say is not only true talk, but valuable talk.

HE first consideration in the clerk problem is an obligation that rests with the boss. There once was a time when the king could do no wrong. kings are now in the discard. The modern boss must be a democrat in every sense of the word if he is going to enjoy the good will and respect of his men. More than that, the successful head of the retail store family should be a real friend to his employees-one to whom they will come for advice and guidance even in their private affairs.

The man who ignores his employes, either outside the store or in it, makes the grave mis-

take of wounding the pride of people who have much of his interest in their keeping. The "master and man" attitude does not find a ready welcome in American life. It would be wiser for a merchant to leave his safe unlocked than to put his trust in an employe who hates him secretly. If there is an employe in the store who is not fit to be a friend to the boss, he should be discharged without delay.

Is enough care exercised in hiring retail store help? My experience proves the contrary. When it is found necessary to add to the force, the new member should be selected not only for his fitness to assume the duties of the job immediately in view, but for his fitness for future and more important jobs as well.

Care in hiring

In the absence of the boss, his most valuable assets, including his good will, are in the keeping of one or more subordinates. Therefore, it is essential that each employe should be of such character as to warrant absolute confidence; and the time these things must be carefully weighed in the balance and judged is before a clerk is hired.

Many people overlook the inand fellowship come in the close association of the small group of employes in a retail store. A new man should not be thrust into the vortex of discontent, nor should a malcontent be placed on intimate footing with a well-balanced, contented group of employes.

What has become of the oldfashioned boss who takes it upon himself to teach his assistant all he knows himself? In the mad rush of modern business, there seems to be no time to teach the young idea how to shoot, and not having taught the young, the boss must needs try to do three men's work himself, thus making it still more difficult to train assistants to take some of the responsibility from his shoulders.

tion more prevalent than in the hardware store, and in no business is the need of proper train-

ing more apparent. The hardware business, with its more or less technical tendencies, demands expert knowledge on the part of salesmen. It is a disgrace the way some salesmen flounder around for plausible answers when called upon to explain some feature or function of an article.

A customer in one hardware store asked the clerk why one pair of shears was better than another, when they looked alike. His answer was, "They cost more." Of course, this displayed his ignorance, but if the man who was responsible for buying the shears had been on his job. he would have explained the difference to that clerk. It may be



It is essential that each employe should warrant absolute confidenceand the time to judge of this is before the clerk is hired Digitized by GOOGLE

true that an article bought right is half sold, but buying right is only completed after the quality is "sold" to the clerks. One of the best methods of solving this phase of the problem is to assign each clerk to specialize on a particular line, so that he can become an expert. This will be of much benefit to the store, because the expert service thus rendered to customers will draw people, as if by a magnet.

Most people appreciate definite information about the articles they buy, but nothing that cannot be substantiated by exact knowledge should be retailed as information.

To be able to demonstrate, explain the merits, and to point out differences from other makes will result in many sales to people who are skeptical and, like the proverbial Missourian, must "be shown."

What people want

Giving oratorical splurges of meaningless phrases gets a salesman nowhere. Telling the customer over and over again that an article is guaranteed is effort wasted on the desert air. Many clerks are too prone to overdo the "guarantee." What most customers want to know is the method of operating and the uses of an item, the best way to take care of it, and how to get the best results from it.

The mere fact that a reputable firm sells the merchandise is, in most instances, accepted as sufficient warranty of dependability.

There are, of course, many stores where the personnel is not large enough to permit assigning a restricted number of lines to each one, but that need not deter the manager. It will simply mean an increased number of lines for each salesperson.

Making good clerks

The all-around man of the store is by custom, training, and experience usually the manager or boss. In this assumption, it is understood that to oversee a business, a man must have a more or less broad experience, so that he can keep in touch with all the phases of his merchandising problems. This, however, is all the more reason why the clerks should have special knowledge in restricted lines instead of scattering their efforts over too much territory.

One hears often the question, "Why can't we get good clerks?" The answer is, You can't get them. You have to catch them young and train them yourself. They don't "just happen" like Topsy; neither do they grow on trees.

It often costs a store hundreds of dollars a year to pay for mistakes, dissatisfied customers and lost sales through the blunders of new clerks. This makes it profitable to retain employes as long as their work is satisfactory and they are contented.

There are times, however, when even old employes become a liability, particularly when they get inflated ideas of their worth. The time to get after this insidious influence is at the start, because nothing tends so to demoralize a force that must work together, as a re-

Digitized by GOOGLE

tail store force does, as to have one of its members disregard rules, regulations, and in other ways make himself obnoxious.

A well-organized force provides seniors, juniors, and apprentices. The tendency to get "swell-headed" is materially re-

many instances, are only the customary fruitless scoldings, rather than instruction.

I once heard two clerks discussing such a meeting and the effect on me was rather



well - balanced

organization that has understudies for all the most important jobs has no serious problem of clerk turnover. Each one trims his sails to maintain his position.

Store owners and managers have, with more or less success, tried to introduce more efficient methods and co-operation in their stores and among their employes. This is often done by arranging store meetings at which the boss or manager holds forth with lectures. These lectures, in many cases, are repetitions of those delivered at different times to the individual members of the force and, in

startling. Jack said to Harry, "We gotta come back tonight to hear the boss spout a lotta hot air for about two hours. Ain't it enough when he raises hell all day, without coming back at night for more?" That clerk was right. Such meetings are a waste of time.

My experience has been that the best results can be obtained when the employes manage the meetings, and particularly when they have a regular organization officered and controlled by men in the ranks.

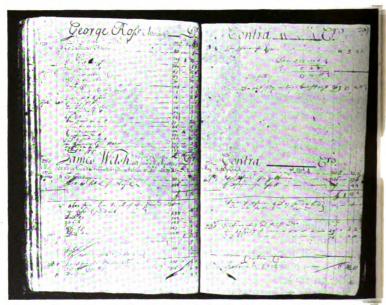
For years, during my clerking days, we conducted such an or-

(CONTINUED ON PAGE 74)

Sold hardware to the Valley Forge troops

Lancaster, Pa., boasts one of the oldest hardware stores in the entire country. It is the Steinman Hardware Company, established under that name in 1760, but in business for at least sixteen years before that. The and one George Custard. In this entry Dr. Coffman is charged with "one bowle Shangree," evidently a pre-Volstead purchase. On the same page George Custard is charged with one gill of rum.

Letters and receipts which the company has in its possession show that the Steinman Hardware Company furnished camp-

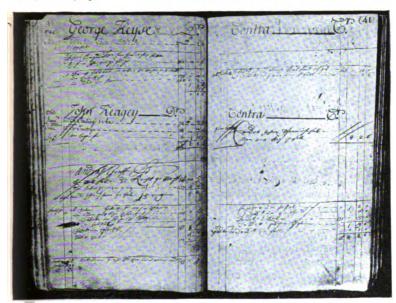


George Ross, one of the signers of the Declaration of Independence, was a customer at this hardware store in 1759

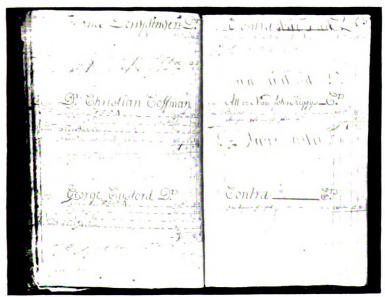
original books, which are still in the possession of the owners of the store, show entries as early as May, 1744. The first entry was made under the name of George Keyse, a shoemaker of Lancaster. A picture of the ledger showing the notation, is reproduced on the page opposite.

Other interesting entries show sales to a Dr. Christian Coffman

ing kettles and sheet iron to the Continental Army at Valley Forge in the early years of the Revolutionary War. One receipt for 100 copper camp kettles, dated August 1, 1778, and signed by "J. Brown, Quartermaster," is still in good condition despite the fact that it is almost 150 years old. A descendant of the original founder is in the present company.



One of the oldest hardware accounts on record: George Keyse, a shoemaker, opened this account in May, 1744



In pre-Revolutionary days hardware dealers also handled liquors. George Custard paid 4 pence for a gill of rum in 1759

Making the power of observation sell more hardware

PAYING CLOSE ATTENTION TO OUR CUSTOMERS'
TASTES GIVES US TIPS AND LEADS THAT MAKE BIG
SALES OUT OF SMALL ONES

By William J. Fraser

MAN came into our store to buy a hammer and the sale amounted to less than a dollar. Before he left, however, the salesman who waited on him had interested him in gymnasium equipment and exercising apparatus, and he had promised to come back again later in the day to look at what we had. When he returned he placed a real order, and here's the way it started: We had been having regular meetings of the salespeople at which we had talked considerably about selling, laying particular emphasis on the possibilities of close observation of customers' habits and tastes as an aid to additional sales. People come into the store to buy some small article and it doesn't take much selling to get it down for them, tell them the price, wrap it up and ring up the sale. But they are interested in other things that they don't think of for the moment, or they require a bit of pushing, and the real salesman will be able to find out just what those other interests are.

In this particular case the man who asked for the hammer happened to remark that it was a pretty warm day for walking

and the salesman, just as a matter of courtesy, asked whether he couldn't get where he wanted to go by trolley. At this the customer went into a long talk about the softness of modern business men. They ride or drive everywhere, he said, and walking has become a lost art. For himself, he said, although he lived a good mile from his place of business, he walked it every day because he felt that he needed the exercise. they talked of other forms of exercise and the importance of keeping physically fit and pretty soon the customer was interested in our gym apparatus.

Feeding his hobby

He didn't have enough time to go into it thoroughly then, but he did come back later in the day and looked over our line of Indian clubs, punching bags and gloves and several other things. He bought a good sized order which would not have been placed if the clerk hadn't kept talking exercise as soon as he noticed that the man was interested in it.

There have been other instances in our store which prove how well observation of cus-

tomers and their tastes can be made to pay. And these instances make us feel certain that we are on the right track in keeping after our salesmen to watch and study their trade closely.

Recently, to help this along, we started a plan to develop this power of observation. We called the men together and explained carefully to them that each was to make a special

effort to learn something about every customer with whom he came in contact. to try to find out what kind of selling talk was most successful with individual. It might be price, quality, convenience, a man's individual hobby. as in the case of the customer who bought the gymnasium equipment. or a n y other interest.

Each clerk was to make a note of his observations in each case and deposit the slip in a "Suggestion Box." The men were warned particularly not to jump to conclusions too quickly. Accuracy of observation was of first importance.

We hold our weekly meetings to discuss the various points made in the suggestions and we have derived considerable benefit from them. Incidentally we make it worth the clerk's while by offering a \$20 prize for the best suggestion each month, and

a \$2 prize for each suggestion that the entire force can use with profit.

An interesting case developed, which helped a salesman to close with a customer who was hesitating for a long time over the purchase of a new furnace. The man hesitated, admitted he needed a new furnace and kept talking price all through the discussion. The salesman came to the obvious conclusion that

price was all-important to this man and that he must sell him by using facts and figures. He asked the prospect how much coal he used last winter. When the man answered, with something like a shudder, that he had used 15 tons. the clerk told him that several of our customers who had operated the brand of furnace we were

selling had gone through the winter on from seven to ten

Of course, the prospect was very much interested. The clerk pointed out the possibility of making a saving of from 5 to 8 tons at an average price of \$10 which means a cash saving of \$50 to \$80—a large part of the cost of the new furnace. Of course that cinched the sale.

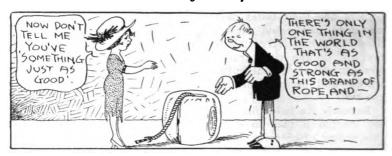
In another case this same salesman met a customer whose main idea in furnaces seemed

Pleasant Hardware and Furniture Co., Mount Pleasant, Mich., believes that the real salesman is so close an observer he can make acceptable suggestions in his selling; that he can sell a man a can of paint and at the same time be thinking ahead to some other needed There item. ig worthwhile suggestion in this article.

Mr. William J.

Fraser, of the Mount

(CONTINUED ON PAGE 68)



HOW HE ROPED HER

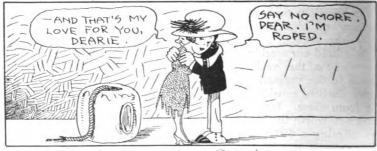
BY WALTER WELLMAN

She was a cute and classy dame, but it was hard to trap her. She understood the flapper game, and was a wary flapper. She was beloved by all the guys who had no wives to guide 'em; her charms looked good to geezers' eyes as soon as they had spied 'em.

We've told you she was wary, though. The grocer tried to win her, but palmed her off some oleo for butter for her dinner. "A guy who deals in substitutes," said she, "may seem real clubby, but I'll not be his tootsy-woots, and he'll not be my hubby."

The corner druggist was a sap who tried his best to get her. She asked for paint to tint her map—he offered "something better." "I know just what I want," she said. "If you succeed in wooing by substituting junk on me, I'll say there's nothing doing. A man who's genuine and true," said she with animation, "will deal in stuff with merit, too, and knock each imitation."

The hardware merchant loved her so he'd be her slave or caddy. One day she shuffled in his store to buy some rope for daddy. "I want this standard brand," said she. "Don't say you've rope to beat it. Dad handed out the dope to me, and I will just repeat it: He says this brand is very strong, and has no flaws inside it. To offer substitutes is wrong, for daddy dear has tried it." "Don't worry, dear, your dad is right," the hardware man asserted. "To push good rope is my delight—all others I've deserted. My love for you is just as strong—there's nothing in it missing, and it will linger just as long," said he between the kissing.



Toys are as staple as nails for this Pasadena dealer

HOW THE BAGNARD HARDWARE COMPANY USES ITS
BEST DISPLAY SPACE TO MAKE ITS TOY DEPARTMENT AN ALL-YEAR-ROUND MONEY-MAKER

By Charles Abbott Goddard

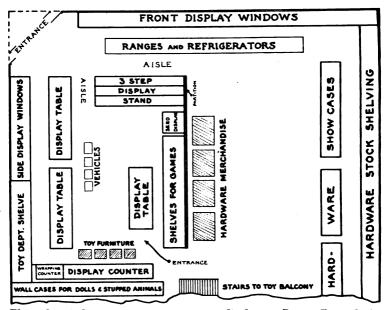
GOOD examples of what dealers can do with their toy departments are furnished by several hardware stores in Pasadena, California. Some of the stores there make very little effort to get toy sales; others specialize in toys and make them all-year-round sellers. The most successful toy seller of them all is the Bagnard Hardware Company whose store is at the east end of the Pasadena business district.

"Toys are as staple as nails with us," said Mr. L. L. Bagnard. "Not only is the volume great, but we have customers who come in as regularly for toys as some people go to news stands for the latest editions and for magazines. One woman, the mother of several children, comes in every week to buy toys."

This continual demand for toys at Bagnard's developed only after the department had been made a really worth-while part of the business. On the day before last Christmas, for example, toy sales ran to almost \$800. For the two weeks before they averaged \$200 a day.



Bagnard's toys are on the main floor in a square formed by display tables and shelves. This allows ample selling space



The side windows are a permanent toy display at Bagnard's and the big rectangular space near the entrance is devoted to toy selling

That toys also move well in off-seasons is evident from what happened during the half hour the writer was in the store. was not an ideal shopping day. It was a Thursday afternoon in May and the weather was heavy and threatening. Yet, in those thirty minutes the following were made: woman а walked into the toy department and bought a mechanical toy costing several dollars; a man walked up to the balcony of the department and picked out a doll buggy for which he paid more than ten dollars; another man brought his little daughter with him and bought a rubbertired velocipede. Shortly after this sale a telephone call brought an order for one hundred toy rubber balloons for a party.

One reason for this development of the toy department is that Mr. Bagnard has made it his hobby. The first toy line which the store handled consisted of only a few wagous, and the department did not start to grow for eight years. that a few other lines were added and during the next five vears the business was gradually built up. It was not until four years ago, however, when the store moved to another location, that a complete line was stocked during the entire year.

Last Fall the Bagnard Company moved from its old quarters to its present location, and with the move came the featuring of the toy department. The new store is a double room affair, with a corner entrance

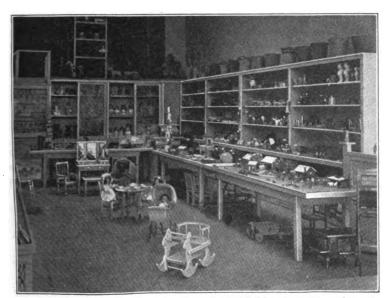
and double windows at front and side. The large windows with their prism-glass tops and the skylights in each room combine to make the store bright and light all day.

Toys are the first thing that strike the customers' eyes as they enter. They are directly in front of the customer and also at his right. In addition to getting good display inside the store, they are well taken care of in the windows. side windows, which parallel the toy department counters, are alwavs trimmed with tovs. front windows are used for them occasionally during the course of the year and at holiday time they get even more display.

As far as stock, appearance and fixtures are concerned, the

department is decidedly a complete toy store. Only one other store in Southern California, so far as the writer knows, carries a similar stock, and this store specializes in toys.

Directly on the right of the entrance and parallel to the side windows are display tables devoted to toys. Further back, continuing the line of the windows. are shelves for the stocking and displaying of toys. In the rear, at right angles to these shelves, are several large, glass-covered wall cases filled with dolls. Just in front of them is a row of small tables for displaying other goods of this department. These tables are low enough so that children can see the goods on them. On the left side of the department is a series of shelves for showing of various



Toys are displayed on low tables where children can see them in this Pasadena store

games for children. Additional toys are displayed on top of these shelves. All the tables, shelves, and display cases are finished in light gray.

All of these shelves and tables form a large open square, in the center of which vehicles are set out on the floor where children may try them. Large size toy dressers that can not be put on shelves are also displayed in this space.

The toy balcony

The front of the quadrangle is formed by a three-step display platform which is reserved for seasonable goods. For example, it will show gas heaters during the cold months and icecream freezers or lawn-mowers during the spring and summer.

Back of the toy department is the store's repair department and receiving room, and above it is a balcony where surplus stock is carried on shelves and doll buggies and other small vehicles are carried out on the floor. Tables are used to show and stock the smaller toys. The stock itself is unusually complete and it compares well with that of the largest toy stores.

Bagnard has found that small articles, such as favors for parties, are of great value in attracting people to his store and he specializes in them. Novelties that sell for from five cents each to several times that are always in demand in quantity for parties and the store is constantly feeding new items of interest to hostesses into its stock. Toy balloons, for example, sell in large lots for hotel events

and for private parties. Other party novelties also have worth-while sales. These favors for dinners and parties are really a heavy line for Bagnard, and in addition to their own sales value they have the added value of appealing to people who are also interested in household hardware.

Breakage is one of the difficulties in the toy department, and where it becomes serious. profits are correspondingly endangered. Bagnard uses several methods to keep breakage and consequent loss to a minimum. He makes no effort to attract large numbers of children at any one time, except during the Christmas season. He could get many children into the store by offering inexpensive souvenirs. such as balloons or whistles, Having the children in, however, would mean that the tovs would be handled far out of all proportion to the number of sales that would be made and the handling would cause a large amount of damage.

Preventing breakage

Another safeguard is to display dolls back of glass doors. If children handle toys too much they are diplomatically asked to put them aside. At Christmas there are many children handling toys, but they are not just "shopping" with their parents: they are seriously interested in buying and the resulting breakage is comparatively unimportant.

From time to time a toy or novelty will move so slowly that (CONTINUED ON PAGE 80)

The simplest kind of letters for showcard beginners

THE ALPHABET DESCRIBED IN LESSON II IS THE SIMPLEST TO USE. IT IS MADE ONLY OF THE STRAIGHT STROKES PRACTICED IN LESSON I

By David M. Davies

In the July issue of GOOD HARDWARE, Mr. Davies described the materials and the strokes reeded for the simplest form of showcard lettering. In Lesson II he shows how these strokes may easily be combined to form a simple, yet clear and attractive alphabet which is of great value to beginners in card writing.

To GET down to real lettering is the ambition of every beginner at showcard writing, so in this second lesson we have a complete alphabet known as the straight stroke alphabet. First, however, see how well you have mastered the first lesson, that of making the simple strokes perfectly. It is useless to try to go on with the second lesson unless you are able to make clean strokes as outlined in Lesson Number I. If you find it difficult to make clean strokes, decide to find out the reason why you cannot. Is the paint too thick, is the brush improperly loaded, or is it just

plain lack of practice on your part?

Go over the first lesson thoroughly again, find out just what consistency the paint works best at, and examine the brush after you have dipped it and smoothed it out; is it chisel-like with the paint evenly distributed, or do you see thick gobs of paint on There is a reason for everything, and you should be on the right track before proceeding with Lesson II. In fact. Lesson I contains most of the fundamentals of rapid showcard lettering, and after you have mastered the strokes you may well feel encouraged, for you are on your way to becoming thoroughly proficient at this necessary art.

Practice gives speed

There is a certain way in which to make every letter and numeral, and this method must be followed if you wish to gain the necessary speed. The chart reproduced herewith shows how each stroke is made in the Straight Stroke alphabet and numerals. Note the construction indicated by the arrows and practice each letter until you know without looking at the chart how the strokes are made

FULL SHEET 22 × 28 IN.								
THIRTY SECOND 31×51	EIG HTH SHEET							
SIXTEENTH	7×11	HALF SHEET 14 × 22						
s	ARTER HEET × 14							

This is the most economical way to cut and use drawing board

the desired form letter. Chart I shows the capital letters, also known as upper case; Chart II shows the small letters, or lower case. Upper and lower case letters are never mixed in the same word, the upper case or capital being used only in the beginning of a word, or employed entirely in headings, etc. Follow the advertisements in any newspaper and familiarize yourself with the method of display, that is, where to use capitals, and how to emphasize the desired word or sentence.

Now keep this alphabet and set of numerals in front of you, copying them as closely as you can. The arrows on all the strokes indicate how each stroke should be made, and the figures on the arrows show the sequence of each stroke that makes up a letter or figure. A good rule, simple to remember, is, that all strokes are downwards or to the right, regardless of their position.

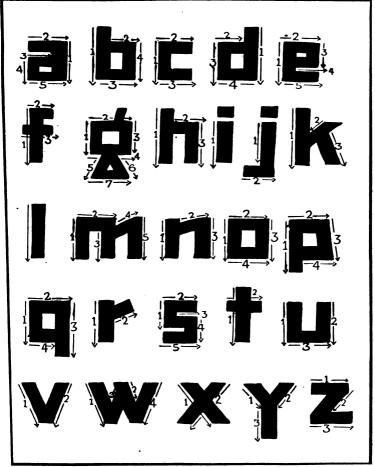
Straight line alphabet

Although this first alphabet presented is pleasing and readable enough in style, it is not intended for permanent use. It has been chosen because it affords the student a "working model" while he is yet practicing strokes. It is best to divide this second lesson into two parts. Part One will be the practicing of the Straight

Stroke alphabet and Numerals. Part Two will be the copying of the showcards and price tickets shown along with the lesson. All of this lesson should be practiced on the heavy Manila paper described in Lesson I.

Before you go on with this lesson, go over Lesson No. I and practice a few straight

strokes, so that you will be in trim and ready to proceed. Have a few sheets of paper cut to fourteen by twenty-two inches, on which to practice. Rule off the entire sheet with pencil lines about an inch and a half apart to guide you in keeping the letters even in height. and begin practicing. Draw the upright strokes from one



Only straight strokes are used in this alphabet



Practice this alphabet. Follow the numbers for the order in which the strokes should be made. Note that all strokes are made from left to right or downward. This is the simplest style of letter and it makes showcards that are easily and quickly made, quickly read and easily understood

pencil line to another and leave a space equal to the distance from one pencil line to another between the letters. Lesson I showed how to finish off the end of each stroke: if you are not entirely familiar with the inches from the outer edge. Next find the center of the card, and draw a perpendicular line with your T-Square from the top pencil line to the bottom one. This will show your eye where the exact center of the

Hanley PLANES A handy tool! 654



These two showcards indicate the sizes of the letters which should be used in each row on the card

method of doing this, go over the lesson thoroughly and painstakingly, until you have mastered it. Like lettering itself, all it requires is practice.

After you have satisfied yourself that you have mastered Part One of this lesson, it is safe to proceed with Part Two, and to begin to lay out the cards. For the sake of practice take one of the showcards reproduced above and copy it. Follow this rule of laying out, which will help you to make a symmetrical and well-balanced card; with your pencil draw a border around the card, two

card is, and also how to keep inside a certain space, so that there will be sufficient white space around the lettering.

Now proceed to draw pencil lines to guide the lettering. For a card fourteen by twenty-two inches, the top line should be made of about one-inch letters. The second line should be about two-inch letters, and the balance in similar proportions as shown on the chart. After the lines for the lettering have been all ruled, pencil lightly and roughly the wording, making all lines with just one quick stroke

(CONTINUED ON PAGE 84)

Extra! Many more animals join Good Hardware's Zoo

DEALERS ALL OVER THE COUNTRY ARE EXPLORING THEIR STOCK ROOMS FOR MATERIALS WITH WHICH TO MAKE NEW ANIMALS TO ADD TO THE ZOO

One of our readers sends in the following letter in which he points out that working up animals for the Zoo is not merely fun, but instructive as well.

Ripon, Calif.

Gentlemen:

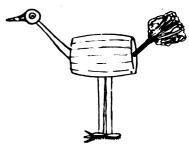
Permit us to humbly present the results of our effort to make hardware animals.

I have tried hard and found it not so very easy, but I did find it a good way to get posted on the stock in the store, for I have looked at every article in the store in order to find a model for that particular animal I had in mind.

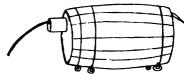
How would it work if you set a beginner in the hardware business to making up animals? I believe he would know everything in the store within a month. Another thing I found out is, making hardware animals is "hardware" on a person's brains, but nevertheless, I will try again. Maybe I will land another one.

O. POSTIMA.

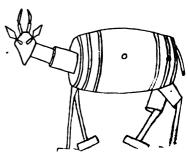
Every reader is invited to send in animals. Be sure to draw them in black ink and write the names of his hardware parts below the picture, not on it. For every animal published GOOD HARDWARE will pay \$2 in cash.



OSTRICH BY ROBERT CALFEE, Va. Made with pexto pliers, pike carborundum wheel, baseball bat, nail keg, feather duster, pick axe handles, horse brushes, and taper files.



ANT EATER BY DON STRANSKY.
Plankinton, S. Dak. Made with oil can.
castors, awl, keg of nails.



GAZELLE BY STANLEY BICKLE. Bisbee, Ariz. Made with bearing scrapers, small trowels, shovel, I gal. and ½ gal. paint cans, barrel of roofing small length of pipe, long handled hammers, large pipe sleeves, and small handled 4 lb. hammers.



KANGAROO BY GAYLE W. BOYD, Columbus, Neb. Made with ash can, hose, paint cans, hand pliers, garden weeders.



HOG BY MABEL M. LEE, Clarksburg, W.Va. Made with wire rat trap, padlock, fruit jar filler, flat head screw, combination knife and wrench.



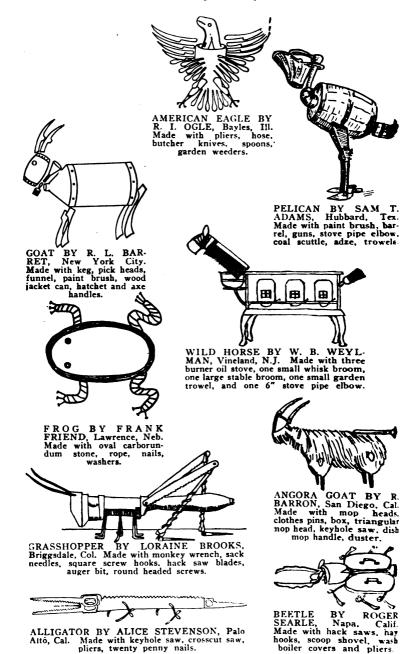
CENTIPEDE BY FRED W. HELBIG, Philadelphia, Pa. Made with hank of rope and small pieces of sash cord.



SNAKE BY J. M. COBB, St. Joseph, Mo. Made with hose, wrench, nail.



WHALE BY JOSEPHINE WHITMAN, Middleport, N.Y. Made with hinge, wood faucet without handle, glazier's point, nut.



Home-made display stands boost sales of small articles

ELIOT COMPANY, OF BOSTON, FOLLOWS LEAD OF 5 AND 10c STORES IN ITS DISPLAY OF LOW-PRICED ARTICLES IN SPECIALLY CONSTRUCTED RACKS

By Bernard G. Priestley

T DOESN'T pay to bother much with articles that sell for a quarter or less," say a great many merchants, yet the Eliot Hardware Co., of Boston, finds it very profitable to devote at least a third of the space in its large store to the merchandising of articles at prices ranging from one to three for a quarter.

The Eliot Company goes at the sale of these articles in much the same manner that a 5-and-10 cent store merchandises its offerings: it displays the small articles on stands where customers can see them and select what they desire at once.

Home-made racks

The stands on which the articles are displayed are homemade affairs, built with more thought for convenience than attractiveness, yet they are by no means unsightly. They are kept painted and tidied up at all times. Each stand has rows of small compartments running lengthwise, each row standing a little higher than the one in front of it, as rows of seats are arranged in a theater. The front and sides of the stands are covered with wide boards in

vertical position. Each board is easily removable, being held in place by catches. The space under the stands is used for storage.

Assorted by prices

A group of six stands, running almost the entire length of the store, is devoted exclusively to this merchandise at a quarter or less. On two of these stands are articles at 25 cents each, on two others, articles at two for 25 cents, and on the other, two articles at three for 25 cents.

Several other stands in the store are used for selling articles for 35 and 50 cents each.

Half of one of the two large front show windows of the store is turned over exclusively to the showing of hardware selling for 25 cents or less. This half-window is sub-divided into two compartments, one side for 25-cent articles, the other for two-for-a-quarter articles.

The store does not, however. sell only low-priced smallwares. It has a large paint department, with a complete stock of several well-known lines, a large section devoted to the sale of higher-priced tools and a complete stock of heavy hardware



The five and ten-cent stores sell large amounts of goods simply by displaying them on open racks

and automobile accessories. In fact, the store carries a stock fully as complete as any well-equipped big city hardware store does despite the fact that the most conspicuous display spaces are devoted to small articles.

Four times faster

Tests have shown that lowprice articles sell four to five times as quickly from the stands as when placed in regular stock, according to Louis Goldman, head of the company. The store has been selling small articles in this way for three years and, Mr. Goldman says, there is no intention of discontinuing the plan. It is too profitable. The store sells fully four times as many little things today as it did when the plan was first adopted.

It is interesting to note that while an article is shown on one

of the stands, it continues to sell, but when it is put back into stock demand for it often halts almost entirely.

"These stands not only sell the articles that a customer may come into the store with the intention of buying," said Mr. Goldman, "but may and often do induce him to purchase other articles grouped with the one he desires. For instance, a man seeking a file may also buy a tack hammer, a door strip or a bottle of glue. Very often we have customers come in to buy only a single article who finally purchase four or five.

"The stands very seldom fail to sell out supplies of little articles that there is little or no demand for when placed in regular stock, where they cannot be seen. If it were not for these displays, many of the articles would stay over-long in



The Eliot Company borrowed their ideas and built these racks to sell low-priced articles

stock and would have to be closed out at no profit or even at a loss.

"The store is located on one of the main streets leading from downtown that thousands of commuters take in hurrying to the big North Station terminal late every afternoon. A good share of our trade comes from these commuters. They run in on their way home. Our stands enable them to find what they want almost instantly, to pay for it, snatch it up and be off.

"The stands are not used as a means of unloading cheap stuff onto the public. Every article shown is well worth the price asked for it. Because of the tremendous number of small articles we sell, we are always in the market for them. Accordingly, we sometimes are able to obtain large lots at price concessions that enable us to

offer articles at particularly attractive prices.

"We use the stands the year around. Every effort is made to keep them stocked with seasonable merchandise. The same holds true of our 25-cent window which sells hundreds of small things.

Items selling for 25 cents are featured more than any others. The store frequently runs newspaper advertisements listing articles it sells for a quarter.

The success that he has made with small wares has convinced Mr. Goldman that there are still further possibilities in the field. At the time this article was written he had nearly completed the makeup of a specal catalog of 250 useful small articles priced at 25 cents each. He felt confident that this catalog would lead to the sale of thousands of small articles yearly.

Thousand-and-one item kitchen display

An unusual example of the value of a display window is presented by the "thousand-and-one" window recently used by the Parmelee-Dohrmann Company of Los Angeles. This store is not a hardware store, although all of its stock is to be found in hardware stores. It advertises itself as "The Store of Household Wares," which includes kitchen utensils, ranges, home equipment and various other lines.

The display window which is pictured here was designed to sell kitchen wares. Although the department is on the second floor of the company's building, there is a steady stream of customers going through it, and the display windows are very largely responsible. This particular display suggests a thousand-

and-one items which the housekeeper may use—and a great many of them are shown in the windows.

The window contained five panels, the frames of which were finished in gilt. In each there were twenty-eight squares, arranged in checkerboard style, of blue and white cardboard. The base of the window was also arranged in blue and white squares.

This particular window pulled heavily. Many items were sold out and in some cases second orders had to be made for others. Salesgirls reported that several articles sold well for which there was generally almost no call. Orange-peelers was one such item. Sales were greater an the average in all lines, one order amounting to enough items to fill five sheets. So steadily and noticeably did the window pull that it was not taken out in the middle of the



This window of a thousand and one suggestions made all kinds of kitchen utensils move more rapidly

week, as was customary, but was left in for a run of three weeks; during which time its effectiveness continued. Hundreds of people were attracted by the very variety of the display, not only to the window but also into the store and up to the second floor.

The firm feels that there is no kitchen in the city that is equipped 100%; so a window suggesting so many new things as this one does is bound to pull. It was noticed that there was almost always a group of women, and often of men and women, before the display.

Each showcard used told the public of the location of the department of the "thousand-andone" items in kitchenware and also read, "Suggestions that make cooking a pleasure."

Specials in tools to attract mechanics

The Barrett-Hicks Co., of Fresno, which has been quite successful in advertising and selling various small household items to get the housewives of the city in the habit of watching its windows and its adveralso advertises small tising. tools to interest mechanics and to bring them within range of the store's tool display; when they do get to the store they see practically every tool carried on exhibition. Two successful tools thus featured, because almost every mechanic can use them and many men who are not mechanics have use for them at times, were pliers and hack



An ad that is developing trade among mechanics for Barret-Hicks

saws. In order to keep this sort of attraction at work the firm is always on the lookout for items which can be offered at low prices. Then, when the mechanics come in, it is only natural that they examine some of the finer tools they may need.

Makes camp goods move early

Just as soon as the warm weather begins to set in a Kentucky dealer begins to feature his camping equipment. The weather calls to campers and sportsmen and this dealer seconds the call by displaying his equipment stock and by putting appropriate signs on it. As a result he cashes in heavily long before the other dealers in the town have even started to get out their materials to be ready for the camping season.

Monthly cash prizes for the best ideas from hardware men

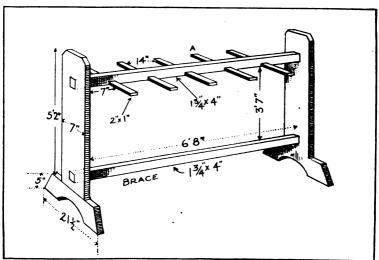
GOOD HARDWARE pays \$10.00 in cash each month for the best idea submitted by anyone in the hardware business. In addition \$2 will be paid for all other ideas published. Address THE IDEA EDITOR, GOOD HARDWARE.

You can display shovels well with this rack—\$10

I have used the shovel rack illustrated here since 1918 and have found it indispensable. We are in the heart of Pennsylvania's soft coal region and consequently handle a big supply of coal shovels as well as round point and square point D-handled shovels. The rack arranges them so that the customer has very little difficulty in finding a shovel to suit him, and at the

same time it makes the display as attractive as others in the store. Until the rack shown in the sketch was devised we had no solution for this problem. Any man who handles shovels always has a hard time arranging them nicely and at the same time making them easy for the customer to get at.

The rack made according to the dimensions shown on the



This drawing shows how to make a display rack for any kind of shovels.

A slight re-arrangement makes it useful for lawn-mowers

sketch will hold 5 dozen No. 1, 2 or 3 Mine Shovels or any style round or square point Dhandled shovel. Any number of racks can be made to suit the store's needs, but the size shown is easily turned about or run into the window for a shovel display.

This display rack is inexpen-

sive to make and can be painted to match the other furniture and fixtures in the store. Hardwood makes the best rack for the purpose.

By placing the arms of the rack closer together you can also make the display rack very useful for lawn mowers.—John L. Binder.

Uses tags for inventory on large items—\$2

Here is a system which we use to help us keep a daily inventory of stock in large items. We use string tags which we attach to the articles when they are received from the wholesaler. On each tag we mark the number of the article, the name of the firm from which it was bought, the description, catalog name, and special brand and the quantity received, adding this quantity to the inventory sheet of the stock. Thus, the tag marking an item might be: "12-# 4240—S—c40 #1 head size 8" Machine Oliver."

Then as we sell we remove the tags, placing them on spindles by the cash drawer and do not issue sales slips. At the end of the day we see eleven tags and immediately check our stock inventory sheets, showing one left.

Then we know we are almost out and enter this item on our order book for action on the following day.

The tag means, twelve received of number 4240 (the catalog number); "S" is the name of the firm from which they were bought, 40c is the price, and \$1 head size 8" machine Oliver is the description and the special brand name. The tags are saved and kept in a special drawer and are used again on the next incoming shipment. The first number only is changed and this is written in pencil so that it can be changed easily.—F. J. Wells.

Alarm bell keeps knives safe from shoplifters—\$2

We had had considerable trouble finding some means of displaying our pen knives so that they would show up well and at the same time be safe from shoplifters. Finally we rigged up a bell which rings when the knife case is opened and thus warns the clerks nearby. The plan is simple and quite inexpensive and it works well.

We have no record, of course,

of what our saving has been since we installed this protection against shoplifters, but no more knives have been lost.

We screwed a plate with a button on it on the side of the case and ran the wire underneath the wood, where it is invisible. Then we put a small hasp on the front of the case. When this is moved, even slightly, contact is made and the bell starts to ring. To be absolutely certain that the contact will be established we allow the head of the screw to project slightly. This makes the bell ring at the slightest move of the hasp.—A. TEPPERMAN, JR.

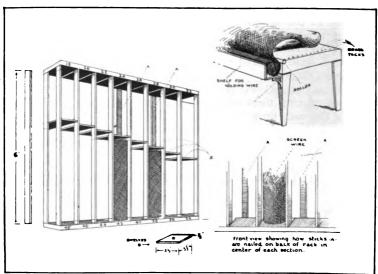
Old crating used to make wire screen rack—\$2

I am enclosing a drawing of a screen-wire rack that I made from some old crating.

The rack, as I am using it, stands against the wall, but could be made in halves, which may be set back to back to stand out in the center of the floor. The advantage of this kind of rack is that the rolls in use need not be tied up after use.

The size of each roll can be

seen without a measure and the wire is kept in good shape without kinks and frayed edges. In connection with this I have a table for measuring and cutting that has a square trough at one end with a roller on the edge next to the table. By using these two devices we have greatly simplified both the stocking and the handling of our screen wire.— E. K. Husbands.



llow one dealer stocks and measures screen wire. The rack is constructed largely of old crating

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THE MEANING

Minister: For shame! Fishing on the Sabbath! Don't you know it is wrong?

Erring boy: I dunno as it is. Hain't ye heard about sparin' the rod and spoilin' the child?

BIG ENOUGH

The small delivery boy was delivering to a new customer and had encountered a huge dog in

the yard.
"Come in," said the lady, "he

doesn't bite."

The boy still hung back. "Does he swallow?" he asked.

The man who sits up nights worrying about his business usually can't get up in the morning to 'tend to it.

LONG DISTANCE

First Man: Excuse me, sir, could you let me use the tele-phone? You have been there twenty minutes without saving a

Second ditto: Sorry, but I'm talking to my wife!

THE SAFE SIDE

Little Bobby had the carpentry craze, and wanted to knock nails into everything he came across.

One morning his father saw Bobby busily at work on his favorite pastime. Beside him

was his little sister Mary, apparently looking on.

Out came father.

"Haven't I told you, Bobby, that you will smash your fingers if you keep on driving nails?"

he asked.
"Yes, I know," said the wise youngster, "but Mary's holding

the nail."

Alas for any business not properly clothed above the waste line.

POOR SHOTS

Dealer: We aim to please. Customer: You're pretty poor shots.

PARTNERS

A man who worked in the packing department of a large store recently resigned and said he was going into business with another man.

"Don't you think that's rather a risky thing to do nowadays?" said the foreman, when he heard

about the new venture.

"Ah, that will be all right!" said the other. "Jim and I will make a success of it. I will furnish the experience and he will supply the capital.

How long do you expect that plan to succeed?" asked the

foreman.

"Oh, about five years," was the reply. "By that time, if all goes well. I'll have the capital and he'll have the experience!"

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PAINTING THE FUTURE

We've had too much of this slow-moving stuff!
Simplified paint lines are plenty enough!
Just a few colors!—The popular fellers!
The blacks and the browns, the reds and the yellers!
Let's come to our senses and cut down expenses,
And then we'll have something to put in our cellars!

Don't load the shelves with what there's no call for!
Shades, brands and sizes folks don't ask at all for!
Too many brands mean too many stands!
Too many colors mean too many cans!
And parallel lines mean'too many signs!
And remember the dealer has only two hands!

THE ONLY RULE

"Johnny," said the aunt, as the boy finished the last crumb of his fifth slice of cake, "have you had all that is good for you?" "I don't know," answered the

"Well, what do you think?"

asked his aunt kindly.
"Ain't any use thinking," was

the non-committal answer.
"Well, you are a funny boy!"
said his aunt. "When will you

know?"
"In half an hour."

"And how will you know?"
"If I ain't sick in a half hour

I'll be sorry I didn't take more. and if I'm sick I'll be sorry I took so much. That's the only way to tell that I know of."

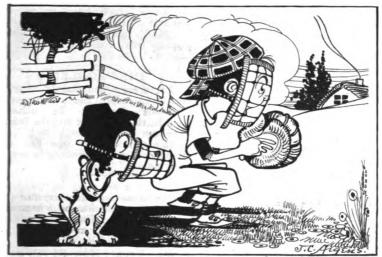
One clerk is a business drudge, another is a business dredge—are pay our money and take our choice.

ECONOMICAL

Husband: Look here, Mary! It was only last month I paid a dressmaker's bill of \$100, and here is another one for \$80!

Wife: Well, dear, doesn't that show that I am beginning to spend less?

Won't it be great when we can operate the lawn-mower by radio?



The Pup: Well, what do you know about that—they've got Willie muzzled, too!

UP AGAIN

"What are you going to do about it?" demanded the irate tenant of his landlord. "The walls of my house are all bulging out."

ing out."
"Bulging out, are they?" returned the landlord. "Then that makes the house bigger; I must

raise your rent."

DOUBLE TEST

"Nowadays a man can hardly marry unless he can show the girl two licenses."

"Two licenses?"

"Yes, marriage and automobile."

Success is usually due to holding on, and failure to letting go.

SPOOKS

"Oh, doctor," wildly cried the patient in the alcoholic ward, "I am dreadfully afflicted! The ghosts of my departed relatives come and perch on the tops of the fence posts all around my yard when dusk is falling. I can look out into the gloaming any evening and see a couple of

dozen spooks sitting on top of the posts, waiting, waiting, waiting. What shall I do?"

"Sharpen the tops of the posts," advised the physician.

ROUGH STUFF

Mabel: Bill's filing his old love letters.

Lizzie: Were they as rough as that?

True honesty is being fair to everybody, which includes yourself.

TOO MUCH

Customer: Your hair restorer has made my hair come out more than ever!

Barber: Ah, you must have used too much of it. Made the hair come right out instead of of only half way.

TOO MUCH

Mistress: You must wash the fish well before cooking it, Mary. Mary: Wash the fish! A beast that lived all its life in the water! That's what I call making work, m'am!

WHO WINS?

Dod: Guess Honk Ford's tryin' t' edge John D. out-a his

champ Crœsus title.

Gasket: Yep, but every time he makes another Leaping Lizzie, it drinks more of the Rockyfeller's hooch!

STUCK TO IT

"Is this fly-paper any good?"
"Well, the flies always seem to be stuck on it!"

TEMPORARY

"Flossie and Dick have patched up their quarrel, I hear."
"Not for long; they are marry-

ing shortly.

TANGLED UP

Teacher: Johnny, do you know what a pretzel is?

Johnny: Yes, ma'am. It's a doughnut gone crazy.

No one believes in the man who does not believe in himself.

THE GIN LIZZIE

Two gentlemen were uncertainly flivvering their way home from a party.

"Bill," said Henry, "I wancha to be very careful. Firs' thing



Every man in his place.

y' know you'll have us in a ditch."

"Me?" said Bill in astonishment, "why, I thought you was drivin'."

THE PROBLEM

Lecturer: Sedentary WOIK tends to lessen the endurance. other Smart Student: In words, the more one sits the less one can stand.

"Exactly; and if one lies a great deal, one's standing is lost

completely."

There's a price tag on Opportunity. Sometimes you pay for it with brains, sometimes with brawn, and sometimes with cash.

CAUSE FOR WORRY

Miss Young: How did you get all those wrinkles!

Mrs. Old: From worrying. "What did you worry about?" "About getting wrinkles!"

NO CRIME

The Fisher: Is this a public lake?

The Inhabitant: Yes, sir. "Then it won't be a crime if I land a fish?"

"No, it'll be a miracle!"

RADIO EVIDENCE

Lawyer: But couldn't you let me have some of his love letters? Fair Client: There weren't any; we had radio sets.

The annual inventory may show. not only where we stand, but where we fall.

NOT DIRTY

Guest: Gosh, but I'm thirsty! Hostess: Just a minute and I'll get you some water. "I said thirsty, not dirty."

MEE-O-OW

Maud: I'm going to sell kisses at the charity bazaar to-night. Do you think a dollar apiece is too much to charge for them?

Marie: No, I think not. People expect to get cheated at

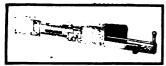
these charity affairs.

CLOTHES CLOSET FIXTURES

A Home Comfort Every Woman Wants



Every woman who knows the cramped, overstuffed space of the old hook infested closet, will welcome and delight in the comfort and convenience of the Knape & Vogt Clothes Closet Fixture. Sliding noiselessly on easy roller bearings, these fixtures not only save space, but keep clothing in neat, unwrinkled condition. Will hold an unbelievably large number of hangers. In addition, they are easy to install; adaptable to new or old houses and cost but little.



Full Nickel Finish. individually boxed. and to carry away.

Fvery packag Handy to sell

Special Introductory Offer

For the convenience of dealers, we have prepared a special package containing a complete set of fixtures, 22 in all, and one mounted free sample. Free window display is sent with this package. Outfit costs \$25.65; sells for \$51.50. Send no money. Bill package. for \$51.50. payable in 30 days.

KNAPE & VOGT MANUFACTURING CO. Grand Rapids, Michigan

Send for Our Special Introductory Package, containing a complete set of fixtures.



You'll Get This Big Window Display. 50 inches wide, 30 inches high

FREE

KNAPE	ā	VOGT	MFG.	CO.,	Grand	Rapids,	Mich.
	_			,			

Gentlemen: Please send me Special INTRODUCTORY PACKAGE described above, containing Window Display and twenty-two fixtures in different sizes to meet all requirements.

Address

The decimal system in the electrical industry

(CONTINUED FROM PAGE 10)

the long cumbersome method?"

The scientific man would no more think of using the dozen-gross system for his work than the expert accountant would think of doing the same. In fact, the dozen-gross system appears to him an absurdity too antiquated for any modern use.

Now, when the catalogue or price sheet of an electrical house is examined, what appears as the outstanding difference between that and the sort of lists that face the hardware man in most of his catalogues? There's one thing that appears above all others, and that's the fact that all articles are priced at so much each or so much per hundred. Of course the matter of packing is influenced by considerations quite aside from the ease with which the contents of a number of packages may be figured, and this matter will be mentioned later.

Follows our monetary system

Pricing all articles, big and, little, of high and low value, by the single piece, by the hundred or thousand is the simplest form of the decimal system. The single article or unit is taken as the base. This is the same as the decimal system in our currency, for the dollar is the accepted unit, and our money runs in convenient multiples; as, two-dollar bills, fives, tens, twenties, fifties, and hundreds, and coins which are subdivisions of the dollar. This meth-

od and its accompanying conveniences are quite different from what would be the case if we had bills worth six dollars. twelve dollars, and one hundred and forty-four dollars.

Easy to figure prices

Figuring prices from the electrical goods catalogue, the price of seven is readily found by multiplying the price of one by the number desired. However, if we're buying brooms, priced by the dozen, it is necessary to divide the price of the dozen by twelve—and then we've arrived only at the point at which the electrical dealer's catalogue That is, the price of one-and possibly we've made a mistake in the process of dividing, which will throw out our future figuring.

Moreover, this idea of pricing by the decimal system is a flexible thing. Any number of articles can be put in a carton without destroying the value of the decimal system. But the dealers in electrical goods stick to the decimal system and pack in twos, fives, tens, twenties, fifties and hundreds-just like our money system - whenever possible. Only with such articles as standard size batteries do they pack arbitrary amountsand that is because the cheapest barrel on the market happens to hold just one hundred twenty batteries and the proper amount of protective material. All cartons and standard packages used by the electrical goods men are generally made to hold tens, or multiples or divisions of that decimal, except in a few





You can recommend De Luxe Wash Boilers to your customers because the Quality and wear is assured-

UNSURPASSED-MADE TO LAST

Specially intended for high class trade. Cost no more than the ordinary kind.

Write your Jobber today—he can supply you.

SCHLUETER MFG. CO. ST. LOUIS, MO.



cases where that is impossible.

For instance, one manufacturer had been in the habit of having ten flatirons packed in a standard package. eighty-pound result was heavy for stacking, so he reduced it to six. He regretted that he could not pack five in a box, but it was out of the question in this case, for a long package containing heavy weights would break in hand-The decimal system allows the freedom of packing in any unit.

Wouldn't consider changing

"What would you do," I asked a busy electrical jobber. "if you heard right now that manufacturers of all the things you handle were going to begin tomorrow to price and invoice by the dozen-gross system?" The man looked at me though I had asked an impossible thing. Then his face became serious as he considered the result of such a proposition. "You want to know what I'd do. do you? Well, I'd drop everything I've got before me to attend to today, everything, and call off my staff from their work and get them busy with me making the telephones hum from this place to all the manufacturers-and, by George, they wouldn't put in such a cussed system as that if I could help it. Why, it would cost us thirty-five per cent, more bookkeepers' time alone!"

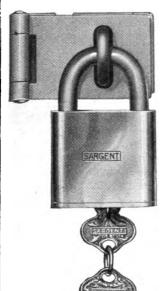
At another time, I asked a prominent manufacturer about the same sort of question. He simply wouldn't consider it seriously, saying it was absolutely out of the question. But he added that, if such a thing were done, it would result in a high percentage of extra time in his accounting department—and declared that errors would be increased to such an amount that it would be far too costly to think of.

An interesting comment came from the head of a big New York hardware concern doing an impressive retail electrical business, "Put the dozen-gross system in the electrical line?" he repeated. "Why, don't you know that the hardware people are getting away from it and that several of the biggest manufacturers have gone over to the decimal system in the last vear and a half?" I told him that I knew it, and prompted further information by inquiring which method of figuring he used in his establishment.

"Dozen" is taboo

"We use the decimal system throughout," he replied phatically. "I'll just tell you this: our clerks and all emploves are forbidden even to use the words 'dozen' and 'gross' in the store. Why, we don't let them put those words on their sales slips. They are not allowed to sell a dozen, as such, but must quote the price at so much apiece, or so much for ten, and then figure what the odd number will cost the customer. No, sir, dozens and grosses have made trouble in the hardware business as far back as I can remember: but that's no longer

SAFE and SECURE! The Sargent Cylinder Padlock Insures PROTECTION



When you stock a complete assortment of SAR-GENT PADLOCKS you are able to satisfy every requirement and please every purse. A ND protection is what your customers want and expect to get. There's an active demand right now for good padlocks. The automobile is greatly responsible. Tool boxes, extra tires, garage doors—all need them and with the Sargent Cylinder you can give your padlock customer the absolute security that is provided by the lock on his home's front door.

Sargent Cylinder Padlocks

utilize the identical operating principles of the well-known Sargent Cylinder Locks for house doors. And they are every bit as unyielding to any agent but the proper key. They may cost a trifle more than ordinary kinds, but the buyer is easily convinced that they are worth it. To show and explain the Sargent Cylinder Padlock is to sell it.

Sargent Sub Cylinder Padlocks cost less than the Cylinder Type and are the most effective in this class. You should handle both types. Write today for further information.

SARGENT & COMPANY

Manufacturers

NEW HAVEN, CONN.

NEW YORK

CHICAGO



in this store. We don't even allow our shipping clerks to mark 'dozen' on packages—it makes too much confusion by a whole lot.

Saves on bookkeeping

"Take the bookkeeping department," he continued, "We've cut down expenses a worth while amount right there, and I've found, by an accurate checking up, that errors have been practically eliminated, in billing, selling and packing. Here," he said, holding up a couple of invoices, "this one is from a firm using almost as many systems as there are classes of articles, with the dozen-gross system predom-It's a mess to find inating. whether they're right or wrong, isn't it? But look at this one,' he added, holding up the second sheet; "this concern uses the decimal system, and it's a relief to come across their invoice when vou're looking over the records of your incoming shipments.

The satisfied dealer

"I wish all the manufacturers used it. Why, we don't even sell fruit jars or such things except by quoting them singly or by the lot of ten, or multiple of ten. Can't carry the decimal system much further than that, can you?" he asked, proud that his establishment had climbed out of the old rut.

Ideas substitute for cash—for Perlman—
See page 25.

Werner sells \$25,000 worth of paint

·(CONTINUED FROM PAGE 23)

building supplies, lawn mowers. brooms and mops, garbage cans. seeds and bulbs, lawn sprinklers, wall paper, clothes washers, insecticides, woodenware, house decorating, plumbing and lighting fixtures, kalsomine, soap and other cleaners, etc.

"Put a few dollars' worth of paint and general renovation on a \$10,000 home and you not only save a future repair bill. but you also increase the value. Take a decrepit looking old 'flivver,' put paint and varnish on it, and you can double or triple its selling price."

Displays vises on a small turn-table

A small, round turn-table with three shelves, is used by the Mackay-Newcomb Company, of Boston, Mass., in displaying their stock of vises and emery wheels.

'This table enables them to display quite a large assortment in a small amount of space and also, in a way that is convenient to the customer.

On the lower shelf are fastened the heavy, large vises, and the lighter vises and emery wheels are displayed on the two smaller shelves. This idea saves the salesman's time, too, as there is never any occasion for "hunting." Every article in the stock is out in full view for anyone to see it at all times.



A good window display—Note simple and effective placing of these radiantly beautiful utensils against a solid background. These, and a copy of the Good Housekeeping advertisement, out Sept. 20, in your window will pull big results.

Helping You Build a Profitable Business

Dominant national advertising is spreading the irresistible appeal of famous blue-grey Nesco Royal Granite Enameled Ware.

Utensils of this clean, durable ware are popular priced. Their ready turnover yields handsome profit—especially when you sell sets, or items from assortments offered you at special purchase advantages.

Begin to build business with the Nesco Perfect Roaster as a leader. It is advertised to 4,000,000 in September. Be ready to get the profit from early fall sales.

See your jobber at once for information, or write. Address: National Enameling & Stamping Co., Inc., Advertising Department, Sec. V, Milwaukee, Wis.

NATIONAL ENAMELING & STAMPING CO. Inc.

St. Louis Baltimore Granite City, Ill. Chicago New York New Orleans Milwaukee Philadelphia

nesco GRANIII enameled Royal GRANIII ware

Power of observation sells more hardware

(CONTINUED FROM PAGE 35)

to be an arrangement that meant the least work and trouble. He learned this from the man's conversation about the modernity and convenience of his home, which he described while he was asking for an appropriate furnace.

Of course, the right line of sales talk was obvious after that. The clerk showed him the furnace which required the least amount of work and attention, compared the work necessary to heat a house with our furnace with the amount of work required to heat it with stoves or with other brands, showed him how easily the heat could be regulated to meet the varying conditions, emphasized the fact that there would always be an ample amount of hot water available and then closed with a description of a home kept cozy and comfortable even in the coldest weather. The man was interested in that, and not particularly interested in price. sale was made.

The health enthusiast

Still another furnace prospect was a health enthusiast, and one of the salesmen found this out from a short talk with him. As a result of this observation he talked proper regulation and even distribution of heat and their beneficial influence on health. He pointed out that the danger of catching a cold was minimized when all rooms in

the house were evenly heated—and he sold his man.

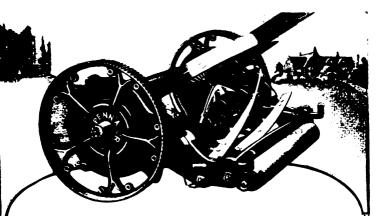
These instances concern furnaces only, but they work in all other branches. For example, one day when I was waiting on a man, I noticed that his eyes kept moving over towards a corner of the store even while he was talking to me about something that was on the counter in front of him. I looked and saw that our poultry equipment display was attracting him, so I headed him over towards it. After a short look around he told me that he raised poultry. and he bought an oil-heated hover.

Knives and fishing

At about the same time a clerk near me was selling a man a jack-knife and somehow they got to talking fishing. The clerk steered him over to our fishing tackle and equipment and it developed that the customer was something of an authority on the sport in the district. He bought some new "action" bait that we had just laid in, and he's been in a number of times since for other fishing materials that he needed.

Our weekly meeting, at which we discuss our experiments in observation and tell of the results we get or don't get, has been of almost inestimable value to us. Cultivation of this power enables all of us to take immediate advantage of leads that otherwise would not be apparent. It keeps us alert and on our toes mentally, so that the selling game becomes continually more interesting and profitable.

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Your jobber is now accepting orders for 1924 deliveries of Pennsylvania Quality Lawn Mowers.

While we have made no change in our price list since April 15th, we cannot guarantee present prices except upon such orders as are accepted before October 1st, 1923.



WANTED-50¢ a

PUT your counter to work.

A carton of Westinghouse Mazda Flashlight Lamps will occupy but thirty square inches of your counter and net you 50 cents a square inch. Each Display Container holds 100 Flashlight Mazda Lamps in ten unit cartons. The assortment will cover 95% of

your demand. Specification Chart enclosed with each display container gives you the proper lamp for each flashlight

Your total cost is \$10.00. Your total sales will net you \$15.00, a clear profit of 33 1/3%.

Fill out the coupon below and start immediately to make larger and quicker profits on Westinghouse Mazda Flashlight Lamps.



Say you saw it in COOD HAPDWADE



Dealer features his repair department

An Iowa hardware merchant who has his future in business well mapped out figures that the more friends he makes by showing people how to run their homes economically, especially in repairing household utensils, the more customers he can hold from year to year. So he looks into every kind of repair work and questions all traveling salesmen on what new repair materials are satisfactory.

Today he has a repair department that takes care of the overhead of his entire store, and these are some of his novel plans for pushing this end of the business.

Does repairing in window

Once every Spring and Fall he makes a special feature of "Repair Week" in his large front window. He advertises during the previous week that a certain number of articles, the first to be brought in, will be repaired free of charge, and that all work done during that week will be done at a discount of regular repair charges.

He then collects the various unrepaired articles brought in and places them at one side of the window. There the public sees leaky pans, knobless lids, dull scissors, handleless knives. blackened kettles, out-of-order electric irons and even a runnerless sled. Then his work begins. He polishes dirty kettles in plain sight of window shoppers until they look new.

Packages of the treated steel wool which he uses are featured in the display, with a placard calling attention to its easy use.

Pans and boilers are mended by a solder that comes in tube form. He shows that it would be easy for the housewife to do this for herself, and that the mending tube may be bought right there. Or perhaps uses the rivet stoppers-those little rivets that are just flattened out to stop a leak.

Carries repairing materials

He puts new handles on axes. on hammers, and on saws, and the public learns that this store carries all such repairing materials. He sharpens endless scissors, saws and knives during the week. and makes housewife see the waste of energy in whittling away with a dull pair of scissors.

He knows that people usually have some half worn articles in their homes at all times and that they are glad to have them put into working order again small cost.

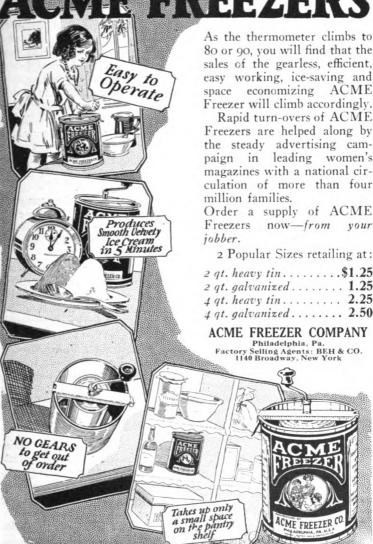
Children learn to bring their skates for sharpening, sleds for runners, go-wagons new wheels or parts, and the store gets the kiddie trade.

Shows repair costs

Another feature of the window is that the cost of the repaired article is placed upon some of the repaired pans and kettles just to show the people that the article can be put back into use for a few cents.

During this week the store sells all sorts of solders, casters,





knobs, nails, screws, door handles, hinges, rivets, and bolts simply because the featuring of this particular line of work brings to patrons' minds many things in their homes that are in need of being repaired.

Then, too, this store sees to it that new articles are attractively displayed near the repair window and many sales follow because of this showing of new goods. Again, the repair man keeps a record of the work done. He lists Mrs. Brown's boiler as about done for and the store sees a potential customer for a wash boiler here when this repair will have served its time. In other words, it gives the store a look-in into the equipment of many homes.

Toy repair week

Before the holidays, he features a "Toy Repair Week" and many toys are repaired so that children may use them again. Or, perhaps, parents are willing to have toys mended as passit-on gifts for the poor children. This affords an excellent opportunity to interest children in the new things that the store offers in the line of desirable gifts or worth while purchases.

Featuring the repair department has stimulated activity in every department of his store, and it has provided the merchant with opportunities to inquire into repairs, such as broken window glass, spouting that is leaking, and even paint needs,

Have you been to the Zoo? See page 46.

What is the answer to the clerk problem?

(CONTINUED FROM PAGE 31)

ganization under the name of the Blank Employes' Club. This club was organized with a president, vice-president, secretary, and treasurer; it had a constitution and by-laws, and met twice each month. The avowed objects were to promote better feeling among its members, to work cooperatively. to more about the business we were engaged in, to become better acquainted with the merchandise, to strive to bring the hardware business to a higher plane, and to be loyal to the house that employed us.

No officer of the company could hold an office in the club, but otherwise had the same rights to membership as em-

ploves.

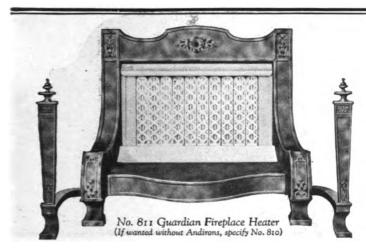
The meetings were interesting and helpful. Two or three papers on subjects instructive and entertaining were read by members. Factory representatives were invited to demonstrate and talk on their lines. Moving pictures, showing goods in process of manufacture, were frequently shown and many other features made meetings helpful.

Questions and answers

A question box was maintained near the manager's desk, where everyone deposited written questions which were to be answered. The questions were answered at the next meeting.

The club handled all delin-

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A New Guardian in the New Cordeveaux Finish

This new Fireplace Heater with its exclusive Cordeveaux finish and patented Guardian Burner is an excellent example of what the complete Guardian line offers you. It is uncommonly artistic. It is in harmony with American ideals of simplicity and good taste. It looks as if it cost twice as much as it does—and it is a wonderful heater. People like it instantly. It can be sold easily. And the profits are worth while.

The famous Guardian Burner that can't flash back (has no mixer valve) helps it to give 15 to 20% more heat than any other heater of similar size. We can prove this.

The Guardian line of Fireplace and Portable Gas Heaters provides for every want in high quality heaters reasonably priced. To get full information and trade discounts write at once. Meantime, why not order a sample No. 811, so you can look it over and compare? Its price, its quality, its performance will give you pleasant sensations! Write us today.

THE GUARDIAN GAS APPLIANCE COMPANY CLEVELAND, OHIO

NEW YORK CITY

PHILADELPHIA

DALLAS, TEX. De Frietas & Geiger Ambler & Rankin 318 West 42nd Street 410 Stockton Building The Pittsburgh Water Heater Co. of Texas





Here is the new way to make money-now!

Selling Heatrolas is a rich field—because it's new. Heatrola dealers are aggressive — progressive — determined to make a big success. It is only waiting for them to get it.

Thousands are saying there is money in the heating business—with the Heatrola.

Organize to meet competition with a better heater—the Heatrola—before other dealers have made their plans for the winter.

Coming winter is going to nip many laggards into live prospects before long. Have the best kind of a warm welcome waiting for them when they make a rush for your store!

Let's see if there's a Heatrola agency open in your territory. Write us—we'll be glad to tell you frankly and give you full information. A postal will do nicely.

Estate HEATROLA

THE ESTATE STOVE COMPANY
HAMILTON, OHIO

(CONTINUED FROM PAGE 74)
quencies of the employes, each
one becoming a member automatically on entering the employ of the company. Late
comers or those failing to register on the time clock were fined,
the fines going to the club.

Entertainments were held periodically. One-half of the cost of each of these was contributed by the company; the other half came from the club treasury. The dues were ten cents a week. Of the sixty employes, about 90 per cent, took active interest in its affairs.

Helped better understanding

Officers were elected twice each year and only the secretary and treasurer were eligible for re-election. That made for spirited, friendly competition and interest-retaining contests.

At these meetings, future plans of the store were frequently announced by an officer of the company and freely discussed, many questions of policy aired and rough places ironed out.

It was found that ill feeling between employes almost entirely disappeared and that understanding between the management and help was materially better after a few months.

When all is said and done, the man who handles his employes like the captain of a team in any of the sport games is on the right track. Playing favorites, listening to tale-bearers and making exceptions never won a world's championship.

Rivalry must necessarily exist among men, but it must be kept

on the plane of equality and fair play. Nothing does more to disrupt an organization than the slightest suspicion that any one has the inside track for any reason but merit.

The happy family spirit is so easy to acquire in ordinary retail stores because of the usually small number. It depends largely on the selection of the individuals of the store force whether a happy family or a scrapping, fault finding, envious, self-seeking crowd inhabits the store. It is far better to have a perfectly adjusted, harmoniously-working team of mediocre individuals than a bunch of "stars," each playing to the stands (the boss) in an effort to shine brilliantly or to outshine the rest of the team. The family contact at home is hardly more intimate than in the store.

Dealer makes his own souvenir calendar

A home made, though effective business souvenir was issued by a Connecticut hardware dealer, who selected some fine sand paper from his stock, cut it into various lengths and then stapled on to these pieces small calendar pads. On the upper portion he impressed, by means of a rubber stamp, the name and address of his store. Altogether it represented a unique and appropriate advertising novelty and served to remind people of the products handled, even to the staples used to fasten the calendar pad and the hook and eve arrangement for hanging it up.

 $\mathsf{Digitized} \, \mathsf{by} \, Google$

Ready for the Rains with a full stock of WEED CHAINS

Wouldn't we all be thankful to Jupiter Pluvius, "God of Rain", if he always waited for dealers to take inventory of their stock of Weed Chains and advertising material before he turned on his skiddy rains!

But he seldom gives us sufficient warning before empty-





ing his old water can; and, therefore, it behooves all of us to be prepared for a rainy day by always stocking the popular sizes of Weed Chains and having their advertising material ready for display in and on our windows.

Is your stock of Weed Chains and window display material complete? Can you say to old J. Pluvius: "Sure, let 'er go"?

"Ask 'Em to Buy" Weed Chains, and "Use 'Em Yourself to Sell 'Em" when it rains this Summer and Fall.

AMERICAN CHAIN COMPANY, INC., Bridgeport, Conn.

In Canada: DOMINION CHAIN COMPANY, Limited, Niagara Falls, Ontario

District Sales Offices:

Boston Chicago New York Philadelphia Pittsburgh San Francisco The World's Largest Manufacturers of Chains For All Purposes



Toys are as staple as nails for this dealer

(CONTINUED FROM PAGE 40) it will begin to show signs of deterioration. When such an item is spotted, Bagnard immediately puts a special price on it, puts one or two in the toy display window with a card calling attention to the reduced price and thus gets rid of what might turn into a dead loss.

Care must, of course, be exercised in the buying of toys, because the demand varies from season to season. In order to minimize the possibility of losses on dolls, Bagnard has his sister help in the buying, and thus saves himself a good many dollars each season.

He does his buying for the year in the spring and summer and after that adds only such items as may be needed to fill out lines. Deliveries start by the end of the spring and continue at intervals until the climax of the season which, of course, is at Christmas. As a rule there is enough stock left over after Christmas to take care of the business until the new lines arrive.

Bagnard's has the most complete toy department in Pasadena, but there are other hardware stores nearby that also carry toys. The Live Hardware Company, in South Pasadena, for example, has a basement where it carries its toy vehicles, and it has only one of each on the main floor. Window displays of toys have done much to help this company. Vehicles are displayed in the windows

every other month except during the holidays, when they are displayed more often.

The Garvanza Hardware Store does comparatively little to increase its toy sales. It carries a modest line of wheel goods, but does not push them much except at holiday time. Between seasons the display is confined almost entirely to a few wagons suspended from the back of the display windows, where they are visible from the interior of the store, but only partly visible from the street.

Another Pasadena store has center aisle tables devoted to household goods, which it moves to the rear at holiday time to make way for toys and vehicles.

Clears stock by Christmas

There is one store in Pasadena which makes every effort to clear out all its toys by Christmas, so that it can start fresh for the next holiday season. It does practically no toy business during the year except for a few vehicles and mechanical sets, but stocks up heavily for the holidays. Every toy in this store, however, must be sold by Christmas, and special prices are made to clear out all stock. Very often this may mean a slight loss on the last items. but the proprietor feels that if an article will not move this year, it will probably not move any better next year, and there is no reason for packing it away and keeping it. There is always a crowd of last-minute shoppers on the lookout for just such bargains, and it is on these people that he depends for cleaning out.

Famous Over a Half Century

The Pioneer Mechanical Washer of 1872 Was a Horton Foremost Today is The Horton, the Original 3-Cup Suction Washer

In the handling of HORTON WASHERS. you have the security of a house that has been making mechanical washers for 52 years, beginning with the "rubbing-board" of 1872 and culminating in the No. 40 Electric. Additionally, you have the Horton Original 3-Cup Sustion principle, that is now acknowledged to be most efficient and desirable.

Finally you have the un-equalled Horton quality of materials and workmanship is a proud tradition of the line and name,

HORTON IRONERS The first mechanical Ironer adapted to the smaller home is the Horton, with 30-inch roll and full open end. A ready seller that does all the home ironing.

HORTON No. 40 Electric Washer above.

HORTON 30-inch Ironer below.

You can carry a Complete Line in HORTON HOUSEHOLD HELPS. INCLUDING Washers operated by Electricity, Gasoline, Water, or Hand Power. The price range allows you to serve every need and all conditions. We also make 42-inch and 46-inch Ironers for larger homes.

Make inquiry of your Jobber. or write us for information.



HORTON MANUFACTURING CO.

FORT WAYNE, INDIANA

If you had a salesman who'd work

Some Products Advertised in Current Issues

Alabastine Armstrong's Linoleum Auto Vacuum Ice Cream Freezer Bissell's Carpet Sweeper Blabon Art LinoCongoleum Domes of Silence Kirsch Curtain Rods Lorain Oven

Heat Regulator Mirro Aluminum O-Cedar Wax

Rapid Slaw and Vegetable Cutter Sani-Flush Scot-Tissue Towels 3-in-One Oil Valspar Wear-ever Alumi-

num Cooking

or <u>nothing</u>

No trouble about wages—no fuss about working Saturday night or any other night.

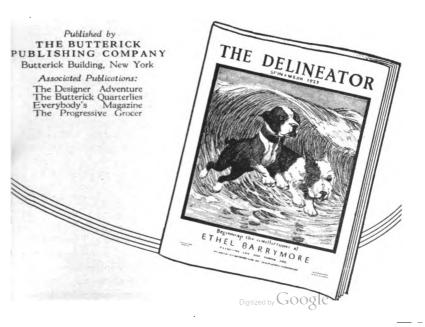
Of course there is no salesman who is any good who will work for nothing and do it right along. But every store that features well-known advertises merchandise has many salesmen that never have to be put on the payroll.

These salesmen are the great national magazines. One of the most important of these is *The Delineator*. It goes into the best homes in your community. It tells your good customers and the people you would like to have as customers about many standard

articles that are sold in hardware stores.

If you stock and display merchandise advertised in *The Delineator*, this great silent salesman will work for you long after your store is closed for the night.

Millions of women's believe and trust in The Delineator. Together with its associate publication, The Designer, it has a circulation of over 1,600,000 copies a month. It is the retail merchant's silent salesman. And the merchants who are cashing in on this great selling force are those who go through The Delineator every month and who stock and feature merchandise that is advertised in it.



The simplest lettering for showcard beginners

(CONTINUED FROM PAGE 45)

of the pencil. In the word "Sale," for instance, S-A will be on one side of your center line and L-E on the other, thus balancing the word on the card.

If this method of balancing is observed, all of your cards thus laid out will have the desired

symmetrical appearance.

Showcard board, which is also known as Bristol Board, comes in several plys or thicknesses, coated on just one side or on both sides. The weight most commonly used by showcard writers is 8-ply boards coated on one side. Lighter board will not stand up, and is only used where it is to be cut up into small price tickets.

All Bristol Board comes in sheets 22x28 inches and is evenly cut into the sizes shown in the drawing reproduced here.

Economical cutting

After you have cut a full sheet into these dimensions you will find that there is not a single piece of waste, and unless a card is required to fit a certain panel, you should stick to standard sizes, thus avoiding collecting a lot of odd pieces which are easily wasted. The most popular sizes used are the quarter-sheet and the sixteenth, the half-sheets and the eighth-sheet coming next. If you buy cardboard from your local printer, he will cut the lot into the desired sizes for you at small additional cost. This will save you a lot of time, and he will

make a better job of it than vou can.

The average hardware store will find 8-ply uncoated stock good enough for its requirements and this stock is cheaper than coated board. Avoid too much wording on a card, and make your message clear in a few words which can be read at a glance. The alphabet and numerals in this lesson will permit the student to start making showcards and price tickets that will sell merchandise. color is desired to brighten up the cards, use a bright red for display headings and prices.

Lesson III, which will appear in the next issue of Good Hardware, will show the method of making curves, with an alphabet

and numerals.

Store fronts can be protected by law

The red, green or yellow front of a store is just as distinctive and just as much a part of that store's publicity and advertising as the printed matter it issues in newspapers, acverdict handed cording to a down a short time ago by a Massachusetts judge. The Court explained that "a retail store which paints its store front in a certain distinctive way when no other store in town has adopted this style, uses this method of painting as a means of enabling customers always to identify the store . . . and has redress in the courts if a competitor paints his store the same way for the sake of taking away business."

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Carpenters

Kennedy Carpenters' Tool Chest, Style 31A, open view. Retails at \$11.00.

Ask for Kennedys

There is a big profit for the dealer who can supply Kennedys to the men in his neighborhood who use tools

The artisan's tools are his pride. They must be kept intact—they must be kept safe. That is the reason why you need only show Kennedy Carpenters' Tool Chests and Shoulder Cases to the men in your neighborhood in order to sell them. Put a display in your window, and these men are sure to come in and examine them. Then you can show them the strong steel construction, the tough three-ply veneer lining and the durable leather-brown finish. It is the kind of a tool chest or shoulder case they will choose. Light, yet very strong. Attractive and durable; smooth carrying surface; reinforced corners and ends; strong side-catches; Corbin multiple-change locks. They are ideal for their purpose.



Other Kennedys for Other Needs

No matter what the carrying need there is a Kennedy made just for that need. And all are of Standard Kennedy Construction throughout. Write your jobber today for samples at a generous discount for you.

Made by

Kennedy Manufacturing Company

201 Tyler St., Van Wert, Ohio

Dealer makes ideas pay for his advertising

(CONTINUED FROM PAGE 27)

when Perlman suggested that they discontinue putting on locks and turn the work over to an experienced locksmith they agreed. The lost time was eliminated and the locksmith now does the work that the hardware dealers previously had to do. The dealers can now sell their locks and, when the sale is made, they are through with it.

Saves time and work

There is no additional demand on their time. If a customer asks for help in installing a lock, they simply refer him to the locksmith. The locksmith charges for his services and the purchaser pays cheerfully for cause it is customary to do so He gets the service that h wants and Perlman and the other dealers are not required to waste valuable time away from business.

It was on ideas quite as mu. as on anything else that Per man built the foundations his business. His ideas wer always inexpensive because the had to be. In fact, the cost ... putting them into operation wa usually quite small compared the results obtained. He simple used his head and made litter things help him. He had b little capital to spend, so he has to meet every new situation will an idea. The right ideas camwhen they were needed and a a result Perlman pulled through the first hard days and put he business firmly on its feet.

Increased his sales 40% by store arrangement

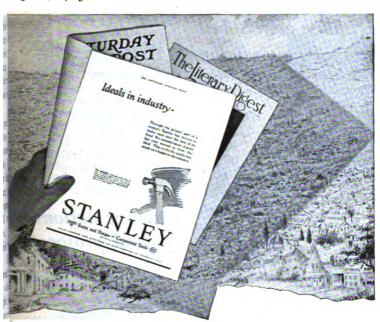
(CONTINUED FROM PAGE 20)

With only one helper, Fruehauf has been able, because of his efficient layout, to handle the rapidly increasing trade at his store. Compact, logical arrangement and storing of stocks makes them easy to get at; and the display of goods and their prices conserves everybody's time.

Quicker sales possible

Fruehauf believes that foresight and planning are essential if the floor space of a store is to be used most advantageously for quick sales. He spent a long time planning the present arrangement when he took of problem of remodelling early in 1922. He ordered the equipment to be made according to his layout and needs Days before the cases were in stalled he wired to the panel the goods he desired to display He had the remodelling so well in hand that the store was closed for only one day, and till was the day before the advetised opening. More than 129 people visited the store on in day it re-opened.

Get a good laugh. Set Hammer and Tongs. Page 57.



12,000,000 readers—and every reader a buyer!

Carrying the message of STANLEY Products into city and hamlet, cross-road and by-way. Drilling the name "Stanley"—the synonym of highest quality—deep into the minds of millions of people until it becomes their daily buy-word.

Note the dates below. Display your stock of Stanley Hammers, and thereby catch the wave of popular acceptance and demand.

Saturday Evening Post July 21 Literary Digest August 4

THE STANLEY WORKS, New Britain, Conn.

lew York

Chicago

San Francisco

Los Angeles

Seattle

Displays golfers' best scores in his window

A successful middle western hardware store which had a considerable quantity of golf goods on hand found it difficult to interest the golfers of the city in the goods because most of them seemed to prefer to buy their goods at the links.

The store, after considering for some little time the matter of selling the equipment, finally came to the conclusion that the very best method of getting attention for the goods would be by means of an unusual window display which would make the golfers look and talk. But, after coming to this conclusion, it was an entirely different matter to evolve a window display that would do the work.

Put scores in window

Finally the store hit upon an interesting plan. The proprietor of the store was a golfer and a member of the Country Club, so that he had access to the big loose-leaf book at the club in which was kept an up-to-date chart record. This showed the scores turned in by each player with lines drawn from score to score, indicating whether the player was approaching par in his average playing, or going higher, or just remaining steady. The proprietor of the store went through this volume, picked out the records of the club's five best players and then with the permission reproduced these records on large which he displayed in his show

window. With these records he also had an attractive showing of golf equipment and placardurging golfers to buy then goods from him.

These charts created a lot of interest with the result that the store's golf goods were brought prominently to the attention of the golfing public. And as a result of this original idea, the store's golf equipment began to move briskly.

Gasoline stations are good prospects

A hardware dealer in Connecticut, always on the qui vive for new sources for business, realized that he had one more source in gasoline stations. These service stations are often in need of the hardware dealers aid, due to the adjustments they frequently make on their premises in the way of repairs. In innovations which they install and in damages that are brought about in the constant serving of motorists.

One morning when business was pretty light this dealer visited all the gasoline stations in his city and the immediate locality. To every proprietor he gave as a souvenir a small well-made screw-driver. In addition, he also left his business card.

This tour brought him two definite accounts and he has prospects of further business later on—all as a direct resurt of his impressing the name his store in this somewhat deferent and friendly manner.



Why they trade at your store

As an aid to good business methods the Rotary Club is passing the following to its merchant members:

WHY I TRADE AT YOUR STORE "1st. Because I can get goods I want at your store.

"2nd. Because at your store I

get quick Service.

"3rd. Because your store uses an up-to-date system and I do not have to wait long for my change.

"4th. Because your displays are distinctive, instructive and

pleasing.

"5th. Because your store is always neat and clean.

"6th. Because your salespeople always greet me with a smile. No matter how busy they are, they never fail to notice me when I approach the counter.

No forced selling

"7th. Because your salespeople never try to force me to buy something I do not want.

"8th. Because your salespeople always show me courtesy and consideration; they seem to take a personal interest in my needs.

"9th. Because your salespeople often have something new to show me. When one of them recommends an article I know it is the best of the kind.

"10th. Because your salespeople always remind me of things I need. I enjoy the extra purchases even more than the ones I purposely come in to make. "11th. Because at your store when others are ahead of me, I know I will be served in my turn.

"12th. Because at your store I can get my money back if I am not satisfied.

"The above is the last word in doing business, simply SER-VICE exemplified."

Says "pen-stalks" is not a mistake

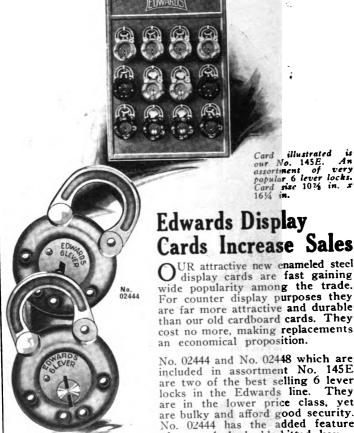
Following the publication in the May issue of Good Hardware of a short article headed "Some mistakes that merchants hear," Mr. J. A. Long, of Denver, Colorado, wrote the following letter to the Editor:

"In the May issue of Good HARDWARE is an article headed. 'Some mistakes that merchants hear.' In that article Roy Lucas. of Elk River, Calif., furnishes a list of mistakes made in asking for certain articles. Among them I note 'pen-stalks' for 'penholders.' That is hardly a mistake. When I first went to district school in New York State. 60 years ago, a pen-holder was commonly known as a 'pen stock.' Clearly 'pen-stalk' is a slight variation. Besides, why should not a stick used for holding a pen be called a 'staik'? The customer merely used an antiquated term for a common article of use. Yours truly, J. A. Long."

How Bagnard makes toys move—See page 37.



THE F-E-MYERS & BRO.CO.Ashland,0hio



No. 02418

assortment of very popular 6 lever locks. Card size 10% in. x Edwards Display

illustrated Card illustrate our No. 145E.

OUR attractive new enameled steel display cards are fast gaining wide popularity among the trade. For counter display purposes they are far more attractive and durable than our old cardboard cards. They cost no more, making replacements an economical proposition.

No. 02444 and No. 02448 which are included in assortment No. 145E are two of the best selling 6 lever locks in the Edwards line. are in the lower price class, yet are bulky and afford good security. No. 02444 has the added feature of a crooked, double-bitted key.

Carried by leading jobbers. If your jobber does not carry them write and we will give the name of one in your locality who can supply you.

THE OM EDWARDS CO.INC.

Main Office and Factory SYRACUSE, N. Y.



A group of popular Vilia articles as particled in Vilia national advertising for July and August

Our Oval Show Window

The oval illustration in a Viko national magazine advertisement is a Viko window display which millions of women stop to look at.

Why do we occasionally put into this display a pitcher, a teapot, and a lemonade shaker—instead of sauce pans, tea kettles, and rossers? Is not the bulk of the Viko business in kitchen utensils?

The dealers who sell most Viko will understand the reason. They have discovered the profit possibilities in selling aluminum ware for other than strictly culinary uses. And they realize that the complete Viko line, with its hundreds of different articles, is the line with which they can cash in on these possibilities.

There is volume business all through the year for scores of Viko articles that many dealers never think of. They are missing something. We know – and so do the most successful Viko dealers.

Study the complete Viko line if you want to sell more Viko. Quality, reasonable cost, and a nationally advertised name are back of every article in it.

Ask your jobber

Aluminum Goods Manufacturing Company General Offices: Manitowoc, Wis., U. S. A. Makers of Everstains in Aluminum

VIKO

The Popular Aluminum



THIS CASE IS A SALES BOOSTER

DEALERS have found that putting this case on their counters sends sales sky-rocketing. For it draws attention to the implements, shows them off attractively, and makes selection easy and quick.

This case puts your manicure implements in a profit-making class and keeps them there. If you haven't been selling implements this new way, you will be surprised at the sales this neat display case will bring you. It is a real producer.

The case contains an assortment of nail files, tweezers, scissors and extractors that have proved sales magnets.

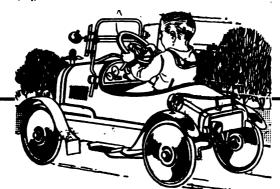
Sells for	. 96.15
Profit	\$48.15

The assortment costs the same with or without the case. Be sure to ask for it when you order from your jobber. This is assortment No. 4. Smaller assortments at \$20 and \$10.

And nearly everybody knows there aren't any manicure implements as good as La Cross!

SCHNEFEL BROTHERS Newark, N. J.





Turnover—*not* Hold Over—

WHEEL GOODS are not seasonable. Some merchants do a bigger volume in this line in summer than they do around the holidays. It's all in the merchandising. The dealer who is pushing wheel goods now is turning over his stock fast.

Don't hold your "Pioneer Line" over. Sell it. Put in window displays. Advertise it. We'll help you. We'll furnish you with cuts, ads, folders, booklets, stuffers, hangers and display cards.

Just write us and tell us what you need.

THE GENDRON WHEEL CO.
723 Superior St. Toledo, Ohio



Duluth - Displayed Goods Are Two - Thirds Sold



Unretouched photograph of Kohl Hardware Co., Ripon, Wis.

DULUTH STORE EQUIPMENT

"Our Duluth Equipment Does the Work of Several Clerks"

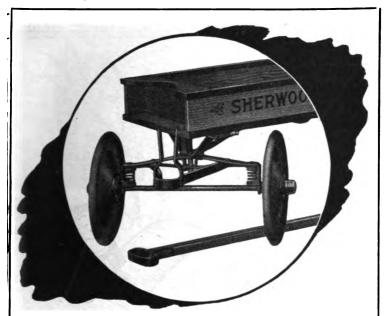
"Since we installed Duluth display equipment," said one progressive hardware merchant, "our turnover is about a fourth quicker and our payroll about a third smaller per dollar sold."

There is the story of Duluth achievement in a nutshell—it saves overhead and increases volume.

If you are interested in bigger and quicker profits, write for folder 17, or better still, send us a plan of your store, and our sales engineers will help you utilize all the short-cuts you have worked out for yourself, and yet cash in on all the display ideas accumulated by Duluth.

Write today.

DULUTH SHOW CASE CO., DULUTH, MINN.



Why SHERWOOD Steel Bolsters are Better

Like every automobile chassis, Sherwood bolsters—front and rear—are ALL STEEL.

- Will not warp, split or check from exposure to rain and sun. Coaster Wagons are essentially an outdoor toy and must stand the weather. <u>Steel does!</u>
- 2. Greatest strength and lasting qualities under all conditions. There's nothing like steel.
- 3. Coil-steel shock absorbers (patented) give quiet, easy operation that eliminates the vibration and noise of all rigid bolsters.

SHERWOOD Steel Bolster Coaster Wagons give better service. They are easiest to sell.

SHERWOOD BROS. MFG. CO., Canastota, N.Y.

SHERWOOD



Order through your jobber. If he cannot supply you, we will send you the name of one who can.

WILLSON GOGGLES, INC., Reading, Pa.





A good assistant salesman for 1c

Send for yours today

The actual cut-out illustrated above is a beauty: splendidly printed in full colors and measuring almost three feet--to be exact, 35 inches--in width.

And it's made to fit any number of purposes; you can use it as part of your window display; hang it up; pull out the leaves at the back and use it as a counter card; or tack it up in some good spot.

In the Saturday Evening Post, sporting magazines, and farm papers, our advertising is turning the attention of hunters to Savage--this cut-out leads them to your store.

Your request on a postal card will bring you one of these cut-outs by return mail. Address:

SAVAGE ARMS CORPORATION
Dept. 571, Utica, New York
Owners and Operators of the J. Stevens Arms Company

SAVAGE-STEVENS

HARMONY EVERYWHERE!

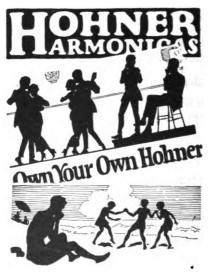


vn Your Own Hohner

APPY hours on the old front porch when the Man With The Hohner turns on those haunting heart-throb harmonies!

FRONT PORCH HARMONY

Be the man with the Hohner-the popular man-the man who makes music wherever he goes. The Hohner is the monarch of mouth organs-not a toy, but a real musical instrument. You can learn to play in an hour. Get the famous Hohner Free Instruction Book from your dealer; if he hasn't it, write to "M. Hohner, New York" for a copy. Hohner Harmonicas are sold everywhere, 50c up.



Own Your Own Hob

Just listen to that barber show harmor-Soft, melodious, chord! The driver's helper ious, appealing. on the long haul to Philadelphia the e'evated gateman at the end of the me—the youthful clerk in a stolen minute—the patient fireman the weary policeman—the sweet little flapper-the sunbrowned collegianall, every one, teasing a tune out of the Hohner.

Do you see them? Have you heard them? Has the demand for Hohner's made money for you? It Never before has has for others. the harmonica demand been so great Never before have June sales reached such a high level. Get a Hohner display in the window and you, too, as well as the many thousands of other dealers, will profit by our vast publicity and advertising work that is bringing men and women, boys and girls of all classes and ages into music stores for Hohner Harmonicas.

Publicity and Advertising Work Keep Things Humming

Ten million people weekly in New York, Philadelphia, Boston, Cleve-land and Chicago pick up their fav orite paper and see the happy suggestion of this lively series of harmonica advertisements. Some read them once and buy at once Others buy after seeing the third at many more after seeing the fourth-finally at the end of the Summer the newspaper campaigs when closes, a great percentage of these ten million will have bought. If they are to buy from you depends as: what you have in the way of I Hohner display to catch the eye.

Even our consistent advertisias campaign is only a part of the story. In many cities the Harmonica has been adopted as though it were a newly discovered amusement. Everywhere there are harmonica contests. Newspapers print interesting and ispictures structive stories. structive pictures and stones. Columnists, cartoonists, actus, speakers—all have something to say about the Hohner Harmonica. Even the "Subway Sun." poster newspape of New York's Subway, helps demand by showing a bear playing a harmonica, the caption being "As a Harmonica Player, He's a Bear."

The air is humming with Evely sales of Hohner Harmonicas. It's a wise dealer that turns this har hne actors .

a wise dealer that turns this harmonious tune into ready cash.

If your Hohner stocks are depleted—if you want another or a new Hohner display—get in touch with your jobber or write direct and we will be pleased to give complete quotations.

M. HOHNER 116 E. 16th St. NEW YORK CITY



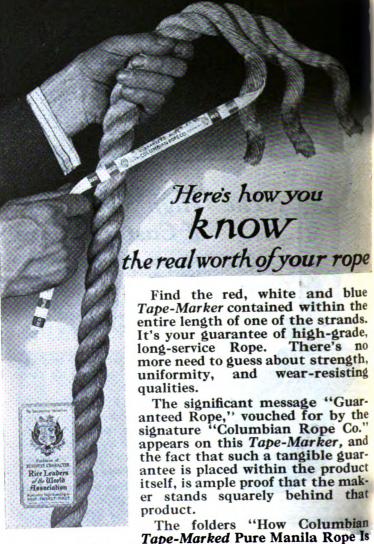
The front label on the package indicates the use, and it's your

Nothing easier than to match up your stock with what your customer needs, the weight of the furniture, the kind of floor covering, the price-all three determine the type of caster to sell.

Bassick Casters for any furniture on any floor.



For thirty years the leading makers of high-grade casters.



Made" and "The Proper Care of Rope" contain facts worth knowing. Shall we send you your copies?

Columbian Rope Company

322-80 Genesee Street
Auburn, "The Cordage City," N. Y.

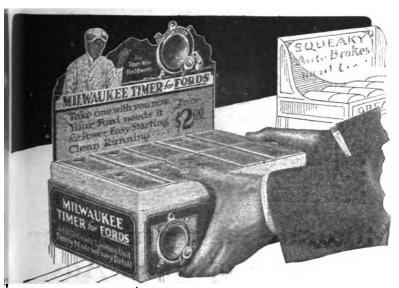
Branches:

New York

Chicago

Boston

Houston



There's the Place for it!

New York Seles in a good-looking Display Box—that's why there should be a "ringside" seat on your counter for Milwaukee Timer's new Display Box.

Hundreds of dealers report increased timer sales from the use of this Display Box. They've been used to fast turnovers and steady profits from the Milwaukee Timer—but this 4-color "silent salesman" is helping to sell from one to three more timers a day, in most stores where it is used.

Here's why: Ford owner sees Milwaukee Timer advertisement in The Saturday Evening Post, American Magazine or farm paper. Decides he needs a new timer. Comes into store a few days later. Sees Milwaukee Timer Display Box. "Oh, yes, I need a timer—gimme one of these."

is low, re-order Milwaukee Timers when your jobber's salesman calls or by mail today.

If your timer stock

4

11

Try it and see. A box of 10 Milwaukee Timers on your counter should empty itself twice as fast as a box behind the counter.



(In Canada \$2.75)

Say you saw it in GOOD HARDWARE



Display in Chas. I. Beck's window, So. Orange, N. J.

More sales-faster turnover by means of Giant Ads

IF you have ever faced the slow turnover bugaboo you will appreciate particularly the way that the consistent use of Giant Ads* will speed up your sales.

Every day many of your present customers and many who should be customers read in the magazines about one or another of the articles you carry. An advertisement interests them and they determine to buy. The Giant brother of that advertisement in your window reminds them of their decision; it marks your store as the place to buy the article they want.

Giant Ads* are easy to use, and they make a good central point for a window display. At no expense to you, and with very little effort on your part, they concentrate at your store the interest aroused by the magazine advertising.

Stick up Giant Ads* in your window. They bring new customers into your store and remind old ones to buy.

*Giant Ads are poster-size enlargements of magazine advertisements for window display.

NATIONAL PROCESS COMPANY, Inc. 117 East 24th St., New York Mad. Sq. 3680

Post GIANT ADS in your windows

OUALITY—The Heart of Door Hangers

OUALITY lowers the cost of door hangers by lengthening their life. OUALITY makes the cost less in the long run.

QUALITY is not a mere advertising statement. It is a real fact. It can not be wished in, or written in. It must actually be built in at the factory.

The foundation of "A-P" OUALI-TY is our own "Certified Malleable Castings."



"TEN-EIGHTY"

is the QUALITY garage door hanger for folding-sliding installations. Sturdy trolley-swivel type; with ball and roller bearings and vertical

side rollers to insure easy operation.
"Ten-Eighty" is good enough for the finest garage. So good, in fact, that we use it on our famous "Electromatic"—the automatic electric door operating device.

For straight sliding installations the "Ten-Ten" hanger with water shed track is exceedingly popular; as is also our good old "Reliable" hanger with round track.

"A-P" hangers are different in design, construction and manufacture. But even if they were not different, you could still recognize them by their better finish.

We will gladly send complete catalog on request.

ALLITH - PROUTY Company

DANVILLE

Manufacturers of

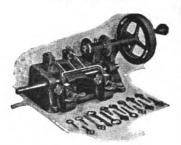
Door Hangers Garage Door H. Overhead Carriers Relling Ladders Garage Door Hardware

ILLINOIS Fire Door Hardware

Sering Hinges



TWO MACHINES IN ONE



The Segal Rectifying Key Cutter

Cuts flat and grooved keys—all makes, Yale, Sargent, Segal, Corbin, Russwin, offset keys, etc., by hand or power.

Yes, there are cheaper key cutters—but none that is as easy, as accurate, as service-able, as lasting, nor as economical as the Segal.

Write for our illustrated booklet.



P. S.—Protect your customers and increase your business with the Segalock. It is absolutely jimmy-proof.

SEGAL LOCK & HARDWARE CO.

155 Leonard Street New York, N. Y.

DETROIT CHICAGO 7508 Woodward Ave. 136 W. Lake St.

SAN FRANCISCO 50 Main St.





Once, 20,900 lbs. a year Now, 22,000 lbs. a month

O reads the record of sales of Dutch Boy White-Lead of The Utica Paint & Glass Company, of Utica, New York. This company's first year's sales totalled 20,900 lbs. In 1922, this figure was multiplied by eleven. Up to April 13 of this year, the sales have averaged 22,000 lbs. a month, a monthly turnover that exceeds the total first year's business.

The successful merchants are those who refuse to bury their dollars in slow-moving products, even when the percentage of mark-up may seem alluring. These far-sighted merchants know that shelves which empty many times a year are more profitable than crowded storerooms of goods which bring in profits slowly. They have found this to be true even when their shelf-warming, dust-collecting products

have the benefit of temptingly high mark-ups.

Because it is a recognized standard by painters everywhere, Dutch Boy White-Lead is a product which sells and sells rapidly. The Utica Paint & Glass Company started with a small order. As the demand grew, this company bought more and more of this fast-moving paint product. You can do the same.

Send in a small order to cover your present needs. Quick delivery of any quantity will take care of your increasing business. Keep your capital free to buy as you grow; your Dutch Boy salesmen will gladly show you how. Put this basic paint ingredient in your paint department and watch its effect on your sales sheet. Start now by writing for Dealer Helps No. 31



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State St.; Buffalo, 116 Oak St.; Chicago, 900 West 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 820 West Superior Ave.; Pittaburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.; St. Louis, 722 Chestnut St.; San Francisco, 485 California St.





Get Ready Now for An Active Fall Season

Through the influence of Marble's national advertising there is sure to be an active fall demand for

Marbles

Outing Equipment

Marble's gun sights are recognized as the most accurately designed and most completely assorted of eny similar line on the market. Add to this such items as Marble's Game Getter Gun, Cleaning Implements, Axes, Knives, Etc., and you



have a line of trade builders that will keep customers coming your way.

Get ready now for this profitable business by stocking and displaying a representative assortment of Marble's Specialties.

Write for prices and discounts

Marble Arms & Mfg. Co.

533 Delta Ave.
GLASTONE MICHIGAN



Why Hoppe's Nitro Powder Solvent No. 9 is Profitable

Gun and rifle experts and sportsmen everywhere have known and used Hoppe's Nitro Powder Solvent No 9 for over twenty years. Hoppe advertising is constantly telling more men how to keep their gun and rifle barrels clean, free from rust, pitting, fouling and corrosive powder residue.

For this reason you do not have to sell Hoppe's Nitro Powder Solvent No. 9. It sells itself. There is a constant, steady demand for it the country over. Every time a man buys ammunition he ought to buy a bottle of Hoppe's Nitro Powder Solvent No. 9. It brings you volume sales, large turnover and a good profit per sale. The Hoppe Silent Display Salesman Stand on your counter will help. It's FREE-send for it and we'll be glad to tell you more about our proposition.

FRANK A. HOPPE, Inc. 2318 N. Eighth Street, Phile delphia, Pa.



PRODUCT SONNEBORN

More Money

for you in selling Stormtight, the liquid covering for the whole roof, than in selling compounds to patch bad spots. Stormtight sales run into good money and they repeat, always at a generous profit.

Ours is not a small single can proposition. It's real roof protection and still it costs so much less than a new roofing that it opens a new field for you.



Just Pour it on and Brush it Flat.

National advertising in the Saturday Evening Post and Literary Digest, now in its second year, local newspaper advertising and industrial magazine advertising and a full line of display and circular matter give punch and power to Stormtight sales.

No other product in the field has these same profitmaking forces behind it.

Naturally then, dealers sell Stormtight out several times a year.

Fill out the coupon—don't wait for a salesman to call.

L. SONNEBORN SONS, INC.

116 Fifth Avenue New York

Please send me at once your bulletin "Proof of the Salability of also illustrated Dealer Book and your complete Stormtight,' proposition.

Signed

HERE'S A NEW TYPE OF RIFLE WHICH IS PROVING A BIG SELLER



A Profitable Item for the Hardware Man

Every sportsman and boy a prospect. Designed by a West Point man to meet the most exacting requirements of accuracy and power. Rugged construction, 22 caliber, barrel fully rifled. Power can be regulated for indoor or outdoor target practice. Kills small game at 50 yds. An all year 'round gun which fills the gap between the ordinary air rifle and the more expensive firearm.

Silent—smokeless—safe. Needs no cleaning. Inexpensive ammunition.

The Crosman is proving a very popular rifle. Advertising in national magazines is building sales for you. Write today for our proposition.

CROSMAN RIFLE CO.
922 Monroe Ave. Rochester, N. Y.



TOLEDO, OHIO



ESTABLISHED IN 1887

Every electrical dealer and every store selling electrical supplies is invited and urged to take part in the Big \$1,000 National HEMCO **Slogan Contest opening September** 1, 1923 and closing November 24,1923. This remarkable slogan contest will start more people talking more about your store. It will increase sales to old customers and bring in new customers.

> Fill out and mail the coupon below for full information and display material.

GEORGE RICHARDS & CO. 557 W. Monroe St., Chicago Put me down for your Big \$1,000 Nation HEMCO Slogan Contest. Send full informatic and display package by return mail.	al on
Name	
Street & No.	
CityState	



<u>Eversharp</u>

(Reg. U. S. Patent Office, 1920)

SCISSORS

Hardware dealers who want to carry quick-selling lines will be especially interested in Eversharp Scissors and Shears.

Their lasting and hardened cuttingedge, together with the moderate retail prices of 10c to \$1.00, make these Scissors and Shears very easy to sell.

Write today for full information about the complete Eversharp line.

EVERSHARP SHEAR MFG. CO.

Bridgeport, Conn.





Right now, while sales are slow in most lines, is the busiest season for this cool, portable iron.



eliminates the need of stove fires in ironing and the bother of gas tubes or electric cords.

Quickly heated by a little gasoline in the iron itself. Attractively nickel-plated. Handy for the housewife or for campers. Attractive profit margin.

Write for samples of free Window Trims, Counter Displays, Newspaper Ads and Descriptive Booklets.

ROYAL SELF-HEATING IRON CO.

603 Wayne Street Big Prairie, Ohio



Selling the various kinds of oil is profitable business for the hardware merchant,—but it is more profitable, far quicker, and far less messy, when you have Wayne equipment to store, measure and deliver the oil for you. Wayne equipment costs little to buy and to install. Let us give you the actual figures for the proper equipment for your store. Write Wayne headquarters today or communicate with our nearest branch.

Wayne Tank & Pump Co., 795 Canal St., Ft. Wayne, Ind. Wayne Tank & Pump Co. of Canada, (Ltd.), Toronto, Ont., Canada

Wayne Tank & Pump Co. of Canada, (Ltd.), 10 ronto, Ont., Canada Wayne Tank & Pump Company, 9 Kingsway, London, W. C. 2, England

Division Offices in: Atlanta, Birmingham, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Des Moines, Detroit, Indianapolis, Jacksonville, Kansas City, Milwaukee, Minneapolis, New York, Omaha, Peoria, Philadelphia, Pittsburgh, San Francisco, St. Louis and South Bend

Warehouses in: Philadelphia and San Francisco

An International Organization With Sales and Service Offices Everywhere

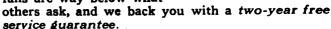


HONEST MEASURE PUMPS



Will Help You Build Up a Successful Electrical Department

Our prices on motors, grinders, and ventilating fans are way below what



Hundreds of thousands of Marathon OK Motors are now in use, giving uniform satisfaction.

Send for our circulars and liberal discounts to the trade.

MARATHON ELECTRIC MFG. CO.
33 Island St. Wausau, Wisc., U. S. A.

SANDS LEVELS

Easy to Demonstrate—Easy to Sell

Every claim made for SAND'S Levels can be proved to the entire satisfaction of your customer, right over the counter. There are no catch-phrase "selling points" to cause trouble. Every feature added to SAND'S Levels has been provided to make them more practical. SAND'S Levels are easy to sell and they stay sold.

Preferred by men who know—because

Their accuracy is permanent—it's built-in at the factory and non-adjustable. When they buy a SAND'S Level they know it's accurate and that it will stay accurate. That's what they buy a Level for.

SELL SAND'S LEVELS

They've Satisfied for Over a Quarter Century

SANDS LEVEL & TOOL CO.

SUCCESSORS TO J. SAND & 8633 Gratiot Avenue Detroit.

Detroit, Michigan Change in Name Only

Same Ownership Same Management





There is Value Behind Every "Sandy Andy" Toy!



HERE are eight toy items any hardware dealer can make money on. They offer better value than is usually put into toy items selling at similar prices. They are interesting toys; their action is fascinating and their attractiveness appeals to boys and girls, and grown-ups too!

"Sandy Andy" Toys sell well in hardware stores; hundreds of dealers tell us so. Their prices are popular; they look worth more than you can sell them for and make money. They are strong; you have no loss from breakage. They are well packed in attractive boxes, make a wonderful display and are well known everywhere. We urge early ordering for fall business. Send the coupon below [for our proposition.

Wolverine Supply & Mfg. Co. Factory at Pittsburgh, Pa.

New York Sales Office—200 Fifth Avenue Room 406 Telephone Gramercy 3453





Send for Catalogue

and get posted on this line. These items are the kind hardware stores should sell. Ask for Catalogue No. 4 and Price List. Tear off this coupon and mail it in your business envelope.



O hardware merchant wishes to waste valuable in time in making a sale. Yet costly minutes are always wasted in trying to sell a customer a brand of lantern that he knows nothing about.

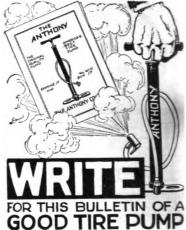
It takes practically no time and is consequently more profitable to sell a Dietz Lantern, on which the customer recognizes the old reliable Oval Trade Mark that he, his father, and perhaps his grandfather before him, have always looked for to identify a good lantern.

That is one reason why most hardware merchants sell Dietz Lanterns exclusively.

R. E. DIETZ COMPANY NEW YORK

Largest Makers of Lanterns in the World
FOUNDED 1846





It tells about the Anthony, a hand tire pump that is different and off which the retailer makes some real money and a pleased customer. Our guarantee is plain, "The best hand tire pump you ever used—or money back." Your customers will like that kind of straight talk.

ANTHONY TIRE PUMP

"It Pals With Time"

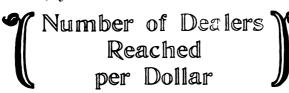
is fully described, illustrated and priced in this bulletin. Every live dealer wao is looking for the best car equipment wants to get wise to this vast improvement in hand operated tire pumps.

Don't forget that there's a mighty good business in hand pumps if you've got a reliable article. Regardless of free air, or engine driven tire fillers, there are times and places where the old hand pump's the thing. So every tool box is a prospect.

Write for Bulletin and Dealers' Proposition.

Jobbers are invited to write, too—it's a good proposition if your territory is—it cone.

THE ANTHONY COMPANY LONG ISLAND CITY. NEW YORK



Good Hardware

258 retailers and Jobbers perdollar

PUBLICATION "C" 126 retailers and jobbers per dollar

PUBLICATION "B" 105 retailers and jobbers per dollar

PUBLICATION "A"
78 retailers and
jobbers per dollar



126

258

Vegetable Crutche Pitching Horse Shoe Leather Jerkin ROBERT HAMILTON CORPORATION

207 FOURTH AVENUE-NEW YORK

CHARLES CROWELL SQUIRE

June Twenty-two 1928

Trade Division, Butterick Publishing Co. 912 Broadway New York City

results.

A rather odd incident came up recently in connection A rather odd incident came up recently in connection with the advertising of leather jerkins in the hardware field which we believe will be interesting to an and perhaps form a basis for an ad by yourselves.

Terparded advertising agency in this city clipped a regarded advertising agency in this city clipped a Gentlemen: perhaps form a basis for an ad by yourselves. A wellperhaps form a basis for an in this city clipped a
regarded advertising agency in this city clipped a
regarded advertising agency in this city company on jerkins
page ad of the Thomson & Kelly Company on jerkins
page ad of the Thomson & to our client with a leather
good Hardware and sent it they could not see how an
saying in substance that they could not see how an
saying in substance that they considered its
advertiser could successfully advertise a leather
avertiser could successfully advertise a leather
waste of money. This letter was turned over to us
waste of money. This letter was turned ment in the nardware field and they considered it with This letter was turned over to us with the state of money. Waste or money. This letter was turned over to us with suthority to answer it as we saw fit but this we declined

The letter, however, led to an investigation and it was found that many thousands of leather jerkins had been sold to hardware jobbers as well as religious and in found that many thousands of leather jet sold to hardware jobbers as well as results results as well as reversely to the very best results through advertising the jerkin had better through advertising the recognize that through of course, which to expect to field. Of course, which to expect to unusual channel in which to expect to this character, and perhaps it was so unique to question our judgment in understand the proof of the pudding is in seven the proof of the pudding is in seven the proof of the pudding as well as our clients are entirely as well as our clients are entirely as well as our clients. to do.

Very truly yours. TON CORPORATION

That Do You Make

Not many people would think of the hardware store as an outlet for leather jerkins. But read the letter on the opposite page.* Good Hardware has been equally successful in introducing vegetable crutches, horse shoes for pitching and luggage carriers for Ford cars.

The old line hardware dealer is passing. Modern hardware stores sell just as much "hardware" as before, but a wide variety of other merchandise as well—auto accessories, cut glass, electrical specialties, sporting goods, radio, cameras, overalls.

Is the hardware man selling your product? Is your line any more peculiar than any of these? Advertising in Good Hardware has helped to open a new avenue of distribution for many manufacturers. It reaches 45,000 hardware dealers and jobbers—the biggest hardware circulation and the lowest rate.

TRADE DIVISION THE BUTTERICK PUBLISHING COMPANY

912 Broadway, New York

(*Good Hardware was the only hardware magazine used by Thomson & Kelly Co.)

Good Hardware

The Nanonal Magazine of the Hardware Trade

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Moore Push-Pin Co.

National Company

The F. E. Myers & Bro. Co

National Le d Company National Stamping & Flextric Works

Northland Ski Mfg. Co.

Oakes Manufacturing Co H. W. Peabody & Co.,

Pennsylvania Lawn Mower

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It fits



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the pocket

LEONARD TINGLE, Publisher J. W. GREENBERG, Managing Editor
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J. A. Townsend, Pacific Coast Manager, Hobart Bldg., San Francisco

From the largest industrial plants to the smallest households—

Wherever a lustrous white, washable finish is desired, here is a coating with most unique features



Interior of Kellogg food product plant. Painted throughout with Barreled Sunlight.



Hotel Ambassador, Atlantic City. One of the many famous hotels in which Barreled Sunlight is now used.



Barreled Sunlight has made walls and woodwork in this bathroom white and washable as tile.

LEADERS in every industry—from soap to automobiles, from food products to textiles—have found Barreled Sunlight the most satisfactory interior paint.

Hotels, apartment houses, schools, stores and shops—in these fields also, Barreled Sunlight sales are increasing rapidly.

And now in thousands of homes throughout the country this paint is gaining unusual popularity.

What is the reason for this great expansion of the Barreled Sunlight market?

Barreled Sunlight produces a lustrous white, impervious surface, will not collect dirt and can be washed like tile. Contains no varnish, flows freely and is easy to apply. Costs less than enamel and requires fewer coats.

In addition, made by the exclusive "Rice Process," it is actually guaranteed to remain white longer than any gloss paint or enamel, domestic or foreign, applied under the same conditions.

Get your share of the Barreled Sunlight business which thousands of progressive dealers are already enjoying. Tie up with the extensive Barreled Sunlight advertising campaign. Use our sales helps—all free—window displays, booklets, newspaper electros, etc. Make your store Barreled Sunlight head-quarters in your territory.

Write us for free sample can to compare with any other white paint or enamel you are now handling.

U. S. GUTTA PERCHA PAINT CO.

Factory and main offices
45 DUDLEY STREET, PROVIDENCE, R. I.

New York—350 Madison Avenue Chicago — 659 Washington Blvd. San Francisco—38 O'Farrell Street

And 100 other distributing centers in U.S.A.

Barreled



Sunlight

THE NATIONAL MAGAZINE OF THE HARDWARE TRADE

Vol. IV

September, 1923

No. 12

A PRETTY POOR ARGUMENT

Some of the opponents of the decimal system argue that only 4,300 hardware dealers have expressed themselves in favor of the decimal system. All the rest, they say, are therefore against it. If that reasoning is sound, then why doesn't someone ask the trade for an expression on whether they want to cling to the antiquated dozen-gross system? Then, by the same method of reasoning, those not expressing themselves would be against it and in favor of adopting the decimal system.

(Retailers are increasing in number. Only the best will survive.

THE HARM DONE BY PRICE-CUTTERS

One of the most pernicious kinds of business men is the ignorant price-cutter. He demoralizes the consuming public and the standing of distributors and manufacturers. Sooner or later, he fails, leaving behind a trail of wreckage. First of all, he loses his own savings and blights his own career. By cut-price methods, he demoralizes the public by teaching a false sense of values and establishing a lack of confidence in legitimate dealers. He demoralizes wholesalers by leaving a string of unpaid bills.

Lastly, he injures the legitimate manufacturers by prostituting their goods, their trade mark and their good-will in the community.

(You can get the benefit of national advertising by letting the folks know you have the goods advertised.

WHAT IS NEEDED IN BUSINESS

Much of the trouble in business to-day is due to lack of understanding. Manufacturers, wholesalers, and retailers all have their particular brand of grief, which can be blamed on the other fellow. When honest men with misunderstandings get around a common table and each discuss their problems, the misunderstandings soon disappear. Confidence is then restored—that's what is needed in business to-day.

FOCUSING ON THE RIGHT PLACE

An old hand at the hardware business said recently that no great mercantile business he knew of had ever been built on the buying ability of the men who ran it. We believe this man's statement can be proved by anyone who wants to check up against individual cases. No

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one discredits good buying. But outstandingly successful merchants are almost invariably those who pay a good deal of attention to selling the merchandise they have bought so carefully.

G BUSINESS MEN WANTED

We live in a world of business men and business methods. Heads of governments are now chosen for their business ability. Capable business managers are selected to run municipalities. And now the Church is seeking to add to its organization practical men of affairs.

According to a recent news item, the National Council of the Episcopal Church has issued a call for 4,000 volunteers to act as business managers in installing

business methods in the Episcopal parishes of the country. "Business needs more Christianity and Christianity needs more business," says the Council.

(What a store is, speaks louder than what it advertises it is.

THE OBSTACLE IN THE WAY

The electrical industry would how to high heaven if it had to give up the decimal system. A few people in the hardware business are making a slight fuss because they may have to adopt it. The hardware business has the burden of having the dozen and gross system as a precedent for many years. The men in the electrical industry started with a clean slate. Precedent may be a fine thing. But it kept China 7,000 years behind the times.

A dealer writes on simplification

Dear Sir:

Have read with much interest your article in July Good Hardware. You are certainly on the right track in simplification, for the hardware world has "run riot" on patterns, styles, shapes, etc. Nearly every line of hardware is overdone, such as door knobs and plates, hinges, pliers, picture nails, etc.

Two prominent saw manufacturers have made a good move, likewise some paint manufacturers. I hope they will keep it up all the way down the line. We need the decimal system, but standardization and simplification even more.

Even more than this, we need reform in the matter of returning goods without sufficient reason for doing so. The catalog house formed the idea of returning goods and now the home merchant is heavily burdened with this nuisance and expense.

Let's have less specialty goods and salesmen to bother with—every hardware store in the land has loads of "special" goods stored away, sold to him by a slick salesman.

With best wishes for your success in putting over the good work, I am

Truly yours,

E. THURSTON, Clifton Hill, Mo.



A practical talk on selling guns and ammunition

THE STORE THAT HANDLES THIS LINE CLEVERLY CAN EASILY GET THE LION'S SHARE OF THE BUSINESS IN TOWN

By Carroll B. Day

Mr. Day writes us that he's been so busy all his life selling guns that he has never had the chance to write about it before. In this article he gives dealers information gained from long experience.

GOOD HARDWARE feels it is fortunate in being able to give to its readers the first article from the pen of so able an authority on the merchandising of hunting goods.

HOR a hardware store to be successful in selling firearms I consider it necessary to have a department especially devoted to sporting goods in which the complete line of guns, rifles, ammunition and hunting equipment can be properly shown. I do not know of a line of merchandise the sale of which is more dependent upon display than sporting goods. It is a line that is very easily made attractive; the very nature of the goods appeals to everybody interested in the great outdoors; and the number of this class of

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Carroll B. Day, author of this article, who knows how to shoot a gun and how to sell one

people has been rapidly increasing in the last few years.

A well-equipped gun department goes a long way toward creating that atmosphere so necessary to the sale of all kinds of sporting goods; it should not be rated merely upon the actual value of guns sold. It means much more than this, and is really the foundation of the sporting department. If properly built around, it will lead to a large increase of business throughout the entire establish-Satisfied customers in this department, when in need of hardware, are more than likely to make these purchases also. A man who comes in to buy a gun has the same opportunity,to buy something else as he would have, had he come in to buy a hammer.

The value of an attractive window display cannot be overrated and a great deal of time and thought can be well spent in trimming the window.

They brought trade

Last year one of the large gun and ammunition manufacturers offered some very valuable prizes for the best window display in which their goods were shown; several thousand dealers participated in this contest and it was the writer's privilege to read some of the letters written to the company by the prize-winners. They invariably stated that they were pleased to receive the prizes, but had been more than amply repaid for their efforts by increased business as a direct result of their attractive windows.

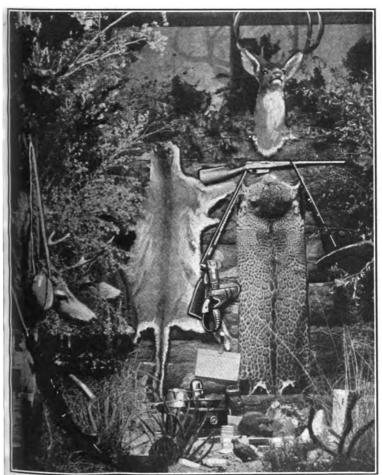
The success of this department depends so much on the man in charge that it is very important that the right type of man be selected. In many cases the buyer will also be the chief salesman; if this is the case, so much the better, as his experience in selling will be a great help to him in buying, and the old saying, "anything well bought is half sold," applies.

Great care should be taken in buying a gun and rifle stock: special effort should be made to get the right assortment of makes, models and sizes as well as the proper weights, length of barrels, boring, stock dimensions, sights, etc. All of these

features are very important and if chosen to meet the requirements of the shooter will be a great help in selling. The selection of the ammunition also requires the same careful consideration; the buyer should first satisfy himself which make is the best and buy it. In some sizes it may be necessary to

carry more than one make; if it is, do so. Generally speaking, however, I would as far as possible keep to one line and avoid duplicate stock as it not only means less investment, greater turnover and consequently more profit, but also insures a fresh salable stock at all times.

In selling guns, as with other



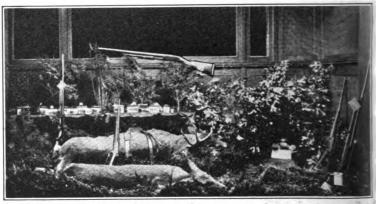
Sporting goods, especially guns and rifles, lend themselves to very attractive displays. This window brings the woodlands to the onlooker's mind and spurs him on to the hunt

merchandise, the more familiar the salesman is with his line, the better position he is in to sell it. He should have a good general knowledge of the different models of guns and rifles as well as the ammunition for them; also he should be familiar with hunting conditions in his State.

As a rule, a man who likes to shoot will be found most suc-

Add to this some practical experience in the field, at the traps, etc., and he should have no difficulty in taking care of the situation.

A wide-awake gun salesman can easily find ways of stimulating business, such as being active in the gun and rifle clubs, athletic clubs, fish and game associations and other organiza-



A window display that sold guns and ammunition because of its powerful realism

cessful in selling guns, as in his hunting experience he will pick up a great deal of information that will enable him to meet and talk with sportsmen in a manner that will inspire confidence. And that is a good start towards getting business; in fact I do not know of a first-class gun salesman who does not enjoy the use of a gun.

A great deal of information necessary for a successful salesman can be had by carefully reading the various sporting magazines and manufacturers' catalogues, also by association with men who use these goods. tions of this kind. Being connected with these will at least afford him an opportunity to become acquainted and a salesman's stock in trade is his acquaintances. The actual benefit he derives from these connections depends, of course, largely on his business ability and personality.

Last year I went to a town to attend a registered trap shoot and not knowing where the shooting grounds were located called at a hardware store and inquired at the gun counter. They were not able to direct me.

(CONTINUED ON PAGE 56)

Some plain questions and answers about the decimal system

REVIEWING WHAT HAS BEEN DONE IN THIS IM-PORTANT MOVEMENT AND BRINGING THE DEALER RIGHT UP-TO-DATE ON IT

The production figures of most manufacturers are on the unit or decimal system. Quantities for production are generally estimated by the hundred, thousand, or tens of thousands. The purchasing agent buys most of the raw materials on that basis. So the plant figures and records throughout are carried, and finally the manufacturing costs are figured on each, a hundred or a thousand.

But when the goods are turned over to the sales department these simple figures, tradition says, must be translated into dozen, gross, pair, ream, quire or what not. So they must go through the warehouses.

Finally the goods reaches the retailer where, in almost every instance, he figures the price back to the each or hundred—the decimal system—exactly where it started in the production plant.

Now why the folly of all this translating from one simple denomination to a series of clumsy ones only to be translated back again? Q.—What is the status of the decimal system?

A.—The decimal system is being discussed in hardware circles more widely and more earnestly than ever before.

Q.—Just what is the decimal system?

A.—The decimal system as adopted by many is the system of pricing, billing, and invoicing hardware in units of one, ten, hundred, thousand or any multiple of ten. It may or may not include packing.

Q.—What system do we now use?

A.—All systems—dozen, gross, great gross, each, pair, ream, quire, etc.

Q.—Just why is a change proposed?

A.—The denominations we now use have been handed down by primitive men. Not only have they outlived their usefulness, but they have become a distinct burden to business. This is a day of efficiency, speed and accuracy, and antiquated methods must give way to progress. It has been proven that the decimal system saves time, error and confusion.

Q.—Can we be sure that the decimal system is a practicable one?

A.—Yes, because we have

plenty of experience on which to base judgment. It has been used by the electrical, automotive and sporting goods industries for years, and has been adopted by a good number of leading hardware manufacturers and jobbers.

Q.—Are the ones who have adopted it satisfied?

A.—The efficiency and economy of the decimal system are so great that we have yet to hear of anyone returning to the clumsy dozen-gross system who has once tried the decimal.

Q.—Are others adopting it?

A.—Yes. Recently several manufacturers and jobbers have adopted it, others are in the process of so doing, while still others will do so shortly.

Q.—How do dealers feel about the adoption of the decimal system?

A.—Dealers generally favor the universal and immediate adoption of the decimal system.

Q.—What evidence is there of this?

4,300 dealers in favor

A.—Plenty of it. In Good Hardware's ballot more than 4,300 dealers voted in favor of the decimal system, while only 71 voted against it. It has been endorsed at various hardware conventions—in some instances unanimously. At the recent hardware congress at Richmond, Va., of the National Association of Retail Hardware Dealers, it was endorsed by a vote of 172 to 1.

Q.—What is the feeling among jobbers?

A.-Jobbers are showing an

increased interest in the decimal system. Some have already adopted it throughout, others have adopted it in part or are now in the process of adopting it, while most of the remaining favor its adoption as soon as the majority of the manufacturers have made the change.

Q.—What is the feeling among manufacturers?

Manufacturers favorable

A.—Some of the leading manufacturers have already adopted the decimal system, others are in the process of doing so. The question is being seriously considered in manufacturing circles.

Q.—How could the remaining manufacturers best adopt the decimal system so as to entail the least confusion?

A.—By concerted action and simultaneous adoption. Retailers at various conventions assembled have said they "approve the suggestion that the first of January, 1924, be fixed for simultaneous abandonment of the cumbersome dozen and gross method."

Q.—Why not let the matter drift and adoption come about in a gradual way?

A.—Up to this point we have drifted with a result that we have endless confusion without the full benefit of either system. The only way to get away from the confusion, error and inconvenience is for the entire hardware trade to adopt the decimal system as quickly as the change can conveniently be made by each individual organization.

(CONTINUED ON PAGE 62)



What are the skin games that have been tried in your state? Has anyone tried to swindle you out of money or hoax you into buying worthless goods? Has anyone worked bunco game on vour friends? Tell GOOD HARDWARE about these experiences-even though they happened years ago. Retail merchants are constantly being duped. fraud which you know about may put some other dealer on his guard. Experiences will be published without names mentioned.

VEN in this enlightened age, skin games of all sorts are flourishing. Not only do the "gyp" artists operate on the so-called dumb-bells, but intelligent business men fall victim to their conniving almost as frequently.

In fact, some of the slickest games have been worked on the most intelligent men.

Present day swindles perpetrated on the retail public take in both the latest fads and fancies and the "con" games of ancient history — from cat and ranches to removable scissors blades, from electrical signs to movie actresses, from auto guides to rubber signatures. Every now and then an old chestnut is pulled out and revamped for a new generation of victims. If you think the old games are no longer good, note this:

One of the New York dailies, in the past month, carried a front page article under the heading, "Rat-Cat Ranch Offers Stock to Garment Trade." The account, in part, follows:

The venerable wheeze about the combined cat and rat ranch has been equipped with new glands and put on a solid commercial basis, it was learned yesterday. Members of the garment trade have been invited to subscribe to a \$10,000,000 stock is-

sue in just such a proposition.
As the old story goes, the ranch-

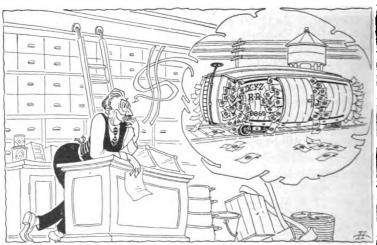
er raises cats and rats for their skins, feeding the rats on the skinned cats and the cats on the skinned rats and living a life of luxury himself between skinnings.

The scheme in which the garment men have been asked to invest is almost identical. The only difference is that the promoter plans to raise rats solely to feed cats, and to feed them to the cats, skin and all. He purposes to establish his ranch near Jacksonville, Fla., and expects the yield the first year to be 12,000,000 skins, for which he hopes to get from ten to seventy-five cents each.

During the stock boom a few years ago a banker related the old story to illustrate the ease with which stock could be disposed of, saying that a friend of his had invested \$5,000 in such a proposition.

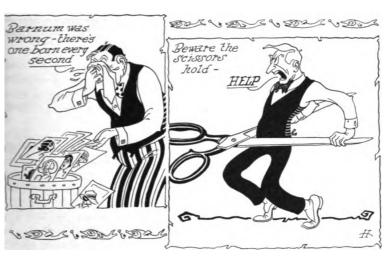
Almost every day someone somewhere tries to pull a game on hardware dealers. Many of them are interesting and plausible stories designed to extract money fraudulently, while others are used as selling arguments to force the sale of a worthless product.

One of these buncos is the "side track" game. It works something like this: A company. often a fake one, with nothing but a letterhead, writes you a slick letter on which is a picture of a paint factory occupying about two acres. The letter states that only three days ago this company made a carload shipment of superior quality roof paint to a big concern in another part of the country. A day after the shipment, the consignee's warehouse burned down so the order was cancelled and the shipment intercepted, with a result that this car of paint is now lying on a siding at a junction point in your state. To save freight and handling charges, the shipper has decided to sell the carload to the local



The dealer gets a slick letter telling of a cancelled shipment of goods now on a side-track. To save freight and handling it must be sold at a big sacrifice—it sounds reasonable enough

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Two well-known pieces of hokum are the gag in which the merchant pays for pictures of movie actresses on which to advertise his store, and the old, removable blade scissors swindle which took \$800,000 away from the unsuspecting public

hardware dealers at less than wholesale price. The famous paint is represented as worth \$2 a gallon, but if you will take a barrel at once, it will be shipped at 92c a gallon. Of course, as this paint company does not sell hardware dealers, it has no credit relations, so you are asked to accompany your order with cash. If you send the order, maybe you get a cheap paint from some nearby city that is expensive at 92c a gallon, and could be duplicated at half the , price by your regular manufacturer: or maybe you never hear from the concern again, and get no paint at all. There are thousands of gallons of cheap paint and dope linseed oil sold yearly through such trick methods.

One of the cleverest and most plausible schemes was played in a Western State. A firm sent

its salesmen into retail stores with an electric animated sign proposition. The solicitor had a large fake list of national advertisers whose goods the dealer was handling, claiming that he represented them and had a contract with each of the manufacturers to run their advertising regularly in stores. The dealer's part was this: he was to buy one or more of the electric movie signs, and each week run the advertising of a manufacturer whose goods he had in the store. In return, he would be paid \$1.00 a week by the manufacturer. The next week the dealer was to advertise another line and collect another dollar. Some dealers bought as many as a dozen of these signs. In this case, the concern actually delivered the signs, but, of course, had no contract with the advertiser and

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the dealer never got any films or money and found himself with a useless sign on hand.

Here is an idea that was proposed for building up the woman's household department of hardware stores. A smart salesman had a series of splendid photographs of moving picture actresses. Because of the great interest in movie actresses, it was claimed that their photographs would prove immensely popular with the women. dealer was to distribute these photographs to a select list of women with his advertising on the back. He paid for them in advance. When the photographs were delivered, they were tiny, cheap, inferior prints, not at all as represented, and were nothing but junk that no respectable dealer would distribute to his trade.

This one was worked in New York State. Two solicitors traveled in an automobile. They carried a dummy automobile guide made up from maps stolen from other guides. They then told the local dealer that they were making up a tourists' guide of the State. The dealer was asked to buy advertising space for which he paid in advance. Of course, the guide was never published.

An \$800,000 swindle

A cutiery concern of New York City took \$800,000 from the public, part of which came from hardware dealers. It was organized to manufacture and distribute removable blade scissors, but it proved to be a fake stock selling scheme. It manufactured only comparatively few pairs of scissors which were sold at a loss. Most of the scissors were sold to influence the selling of stock. Hardware dealers were included in the \$800,000 grab. The company has no factory and the machinery is now in storage.

An old one

The rubber stamp proposition has long been a favorite game. It is usually worked by soliciting merchants and offering to make up a special signature stamp, an exact duplicate of the dealer's handwriting. The solicitor then states that because the stamp cannot be disposed of in case of refusal of acceptance, the money must be collected in advance. Neither the salesman nor the stamp thereafter makes his appearance.

The day of skin games is not over—and probably never will be. There are as many being worked today as ever before. The only difference is that the perpetrators are perhaps a little more clever and surround their hokus propositions with an air of success. That's why many of the best and shrewdest business men fall victims.

If you have had any experience along this line, or if anyone has tried to pull a skin game on you or your friends, write GOOD HARDWARE a letter and tell us about it. We will not use your name in publishing it. The more skin games that can be brought to light, the better merchants can be on the lookout. Your experience may put some other merchant on his guard.



The man who won't bother to go into a store except for immediate necessities is the target of these outdoor displays

How two New York dealers sell hardware from the sidewalk

FEUER AND SHARP USE OUTDOORS DISPLAYS TO CATCH THE EYE OF THE MAN-IN-A-HURRY—AND THE IDEA MOVES STOCK FOR THEM

SELLING hardware from the sidewalk is the unusual idea that has been successfully worked out by Max Feuer and Sam Sharp, two merchants of Brooklyn, N. Y.

Galvanized iron pails and pans, heaped full of various articles, crowd the space in front of both stores. Specially constructed stands—built like baseball bleachers—hold up the pails at a height where the articles in them may be picked up and examined. Almost every

small article of hardware—faucets, files, drills, nozzles, tools, brushes, wrenches—is displayed.

The stores are close to each other and both are situated on a busy street where hundreds of pedestrians pass every hour. There is seldom a moment, on a busy day, that from twenty to fifty persons are not gathered around the displays, picking up articles, examining and buying them. The bright objects of hardware displayed in this un-

usual way attract attention quickly.

"The plan of merchandising is sound," explained one of the dealers; "we put the articles where people can see them, knowing that almost everyone needs something for his home that he would not buy if it were not brought forcibly to his attention. Of course, I think the idea is primarily a 'big-city' idea. It works best at points where crowds are passing, but it is worth a trial in smaller towns also.

A Saturday special

"For instance, a small town dealer could put out some seasonable articles on Saturday, or any other big day. If he has a good location he is bound to get some business that would not otherwise come his way. I believe it could be worked successfully, at least one day a week. I would not advise a more extensive trial because the exposure is likely to hasten deterioration of the articles unless there is a rapid turn-over. dealer might experiment with a dozen pails or so at the start to measure the possibilities of his town and his location. I feel quite confident that the idea could be adapted in small towns and made to pay a good profit."

Feuer uses galvanized iron and steel pans exclusively as display containers in his business, while Sharp uses pails. Both stores are arranged without counters and the idea of container displays is followed inside as well as outside. One clerk is kept constantly on the

sidewalk. On busy days two or three clerks serve the customers there, and the cash register is moved to the door, where it is within easy reach.

These merchants are able to



Sharp's sidewalk display gets its share of attention

get a great many stock turns in the course of a year, and although they are enabled to mark their goods at low prices, they both insist on a reasonable profit on every sale. Many of the articles exhibited on the walk are priced at less than a dollar -and the prices are plainly marked on each receptacle With this plan of merchandising, sales are made for 10 cents. 25 cents, 50 cents, and even for 5 cents.

Feuer and Sharp have proved that a man whose attention is (CONTINUED ON PAGE 68)

What would chain stores do to hardware prices?

GROCERY CHAIN STORES HAVE HAD NO EFFECT IN BRINGING DOWN PRICES. RETAIL PRICES ARE HIGH-EST WHERE CHAINS ARE STRONGEST

You have often heard it said that the chain store system of distribution is economical — that great savings are effected by centralized management—that the middle man is eliminated and, therefore, chain stores bring down retail prices.

In the grocery business, chains are well developed. But they have had no noticeable effect on retail prices. This article, based on Government figures, shows that in many cities where chain stores are most numerous, food prices are highest.

HERE have been frequent rumblings of chain stores in the hardware field, and much speculation on the probability of their success.

Like the eruptions of Vesuvius, the rumblings recur, and occasionally someone experiments and often gets burned. Some wiseacres say that through centralized control of a number of stores, many economies could be effected. The chain hardware could then sell the same grade of hardware at a lower

price than the independent dealer, and the public would buy hardware more economically.

That's a nice theory—on paper. Only it doesn't work out that way in fields where we already have chain stores. So far, chain stores in hardware are not developed to the point where farreaching price comparisons can be made. But the grocery field furnishes that opportunity for study, especially in view of the fact that in some localities the chain stores control 50 per cent. of the business while in others they are a negligible factor.

Chain groceries are strongest in industrial communities; consequently they have reached their greatest development in eastern and central-western manufacturing centers. If they do all that is claimed by some, then one might expect the general price of foods in these commodities to be comparatively low as compared with similar towns where chains are not much of a factor and have small volume.

But that is not the case. The last bulletin (July) of the Bureau of Labor Statistics of the Department of Labor gives the retail price of 43 basic foods in a number of cities. On the next page you will find a table giving the percentage of increase

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in retail prices of May 15, 1923, over prices in 1913.

The cities with the highest average increase (and also their percentage of increase) are at the head of the list. In almost all cases they are cities in which chain stores have reached a high point of development, in some instances controlling more than 50 per cent. of the food business of the town.

On the other hand, cities at the bottom of the list are ones in which chain stores generally have but little business and are not much of a factor. Yet food prices here show the smallest increase as compared with 1913, and are generally lower.

Some chain store promotor might win a prize by writing an essay on the subject "Why food prices are generally higher where we have chain stores, and lower where the food business is largely in the hands of private grocers." The figures are below.

More letters from dealers

I approve of the simplification movement as published in GOOD HARDWARE.

I find that showing a customer too much of a variety sometimes gets him confused and takes up time and sometimes hinders a sale.

Find out what a customer wants, then have what he wants.

O. V. PFAFF, Tobaccoville, N. Y.

Read your article, "A New Era in Hardware," and one thing I could suggest would be to eliminate the unnecessary threads in bolts as on ½-12-13 and do away with all rolled threads. I fail to see where there is any actual waste in hardware—the bigger the line the better the selection for the dealer to select from. It is up to dealer to standardize his stock.

WILLIAM HAAS, New York, N. Y.

Store sells 52 axes; in eight days

The period between September and December, when, for one thing, folks are beginning to think about their winter's supply of wood, is the best season for pushing the sale of axes. And the Clark Hardware Company, of Elizabeth, New Jersey, as part of their axe-selling campaign, arranged a window in which axes were displayed exclusively.

An attractive gray and white paper was used as a cover for the floor of the window. Natural twenty-four logs, to thirty inches high, with the bark left on, were arranged with long and short-handled axes stuck in at accurate angles. Other axes were arranged attractively on the floor. An art screen bearing a woodland scene was placed in the center of the display. The logs, screen and floor were decorated with brilliantly colored

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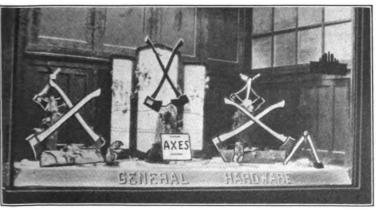
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autumn leaves, and a couple of stuffed squirrels, some natural pine cones and chips of logs added to the Fall atmosphere.

Directly in front of the art screen was a neatly lettered sign reading, AXES FOR SERVICE. The axes displayed were of four prices, ranging from \$1.90 to \$3.50. In order to facilitate the merchandising, a stock of the axes was placed in the front part of the store.

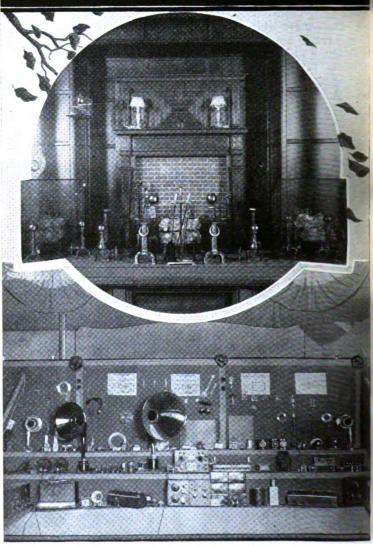
The simple, but artistic, window display proved to be a fine sales-getter. Within eight days the store sold fifty-two axes, twenty-eight of which happened to be of the \$3.50 variety. The store kept track of the number of axes sold by means of marking the cash register tickets.

The reason for selling so many axes in a relatively short time was attributed largely to the psychological effect of the window display upon the spectator, who at once got a strong desire to procure an axe and swing it into a log himself.

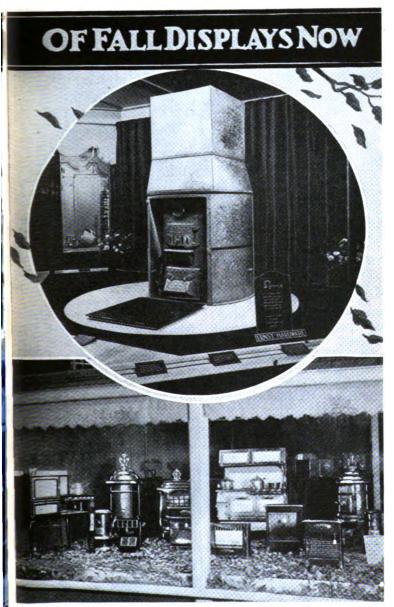


A window display, made up entirely of axes placed in a woodland setting, which sold fifty-two axes for a New Jersey store

IT'S TIME TO THINK



The hardware dealer who first displays Fall goods in your town has the best chance of doing a big, early Fall business. People like to think ahead and plan ahead and the wide-awake merchant recognizes that instinct and capitalizes on it. Be an early bird



Fireplace equipment, radio—which is going to be bigger than ever, pipeless furnaces, ranges and heaters are among the things your customers will soon be thinking about. You can get them thinking about them—and buying them sooner by displaying them now

A small town merchant stages his own buy-at-home campaign

HOW OKLAHOMA DEALER IN A TOWN WITH NO NEWSPAPER PUT ON A VERY SUCCESSFUL PUBLICITY CAMPAIGN WHICH INCREASED HIS VOLUME

By James C. Ford

C. GILLILAND, manager of the Crown Store, in Fort Gibson, Oklahoma, evidently comes from a long line of Westerners who believed that if there wasn't a way to do a thing they would make a way.

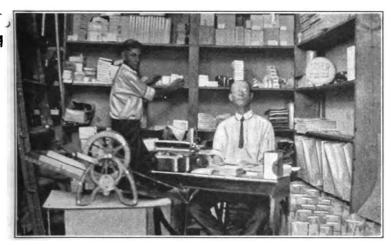
He wanted every man, woman and child in Fort Gibson to visit his "store on the corner." There is no newspaper in the little town in which he could advertise. That didn't stop Gilliland, however. He issued personal invitations to the head of every family in the town and nearby country to attend a big entertainment at his store any day

between the 2d and 9th of the following month. It was made plain that every member of the family was invited. Those living at a distance were asked to come between the hours of 10 a.m. and 4 p.m. The townspeople were invited for the evening hours. It was suggested that visits be limited to one-half hour to avoid crowding.

The decorations were elaborate and the store lighted brilliantly. Local entertainers provided music, readings and recitations. As each head of family presented his invitation he was handed a strong shop-



Prizes ranging from a Victrola to a package of face powder drew hundreds to the store on the day of the drawing



Six thousand pieces of printed matter were prepared here for the store's buy-at-home campaign, which reached every person in the community and surrounding country

ping bag containing seventyseven samples of merchandise. Manufacturers of national reputation co-operated whole-heartedly in the affair, sending special samples for the store's guests.

Gilliland entertained 1,800 persons during his Buy-at-Home week. At the outset he planned to do the entire job alone. Before the middle of the week he found his task of host too big and four assistants were called in to help in the welcoming and in the disbursement of more than three tons of advertising samples and literature.

His one big idea was to show that articles of national reputation could be purchased from the home store without going to the cities. How well he succeeded can be told briefly by these facts: his average increase of sales for the first fifteen days of the month over the same period's average of every previous month of the year was \$23.90 per day. Comparing it with the best 15-day period, it showed an increase of \$20.65 per day. Comparing it with the poorest fifteen-day period, an increase of \$26.85 per day. His cash sales during the two months which started with the campaign were 48% greater than the corresponding two months of the preceding year.

All the adults who attended were served with ice cream and cake at special tables, while the children were given cones and candy. The eighteen High School graduates and the school faculty were guests of the store during the week. A total of 100 gallons of specially made ice cream, 1,500 ice cream cones and 1,000 sticks of candy were

(CONTINUED ON PAGE 78)

Carno pushes stores by supplying coal

When it comes to stoves, A. J. Cavno, of Galena, Kansas, plans his orders with a good deal of forethought. In his part of the country there are the severe climate conditions and also the mail-order concerns to contend with.

The mining district in which Cavno's store is located has natural gas piped practically all over the area, but as in many other localities, when the real cold weather comes, the gas supply becomes limited—the worse the weather is, the less gas there is available.

When Cavno installed his new stock, the first thing he did was to order a big supply of coalburning stoves, both heaters and ranges, and of many varieties to "suit all pocketbooks." Friends and other dealers laughed at They told him that although it was a fact that the gas supply was not to be counted upon in times of need, neither was the coal supply—that coal was as scarce every winter as was gas, and that the people had to depend upon oil or woodburning stoves. And this was true, for one dealer had failed to sell a single coal heater the previous winter. Another thing was that these people who had gas stoves would not order a coal stove until late in the winter-and then they would usually order a stove from a mail-order firm.

It was a real tale of woe, but it did not affect Cavno at all, for he had already "looked ahead" before putting in his stock. In the neighborhood there were many shallow coal mines, or "strip pits," many of which lay idle, either for want of capital to work them, or because they belonged to individuals who did not have energy enough to dig the coal.

One of these pits nearby, although it did not have the best quality of coal, could still be worked. It was idle, so Cavno found the owner, bought the mine for almost "a song," and then put men to work at once. An old, abandoned ice house near the store was repaired and fitted up to hold the coal. The miners were kept busy and worked all through the winter.

Advertises extensively

At the first indication of bad weather, Cavno began to advertise his store in the local papers and by circulars. First, he told the people what they already knew—that the gas supply would be weak and would probably be "off" altogether. He pictured the discomforts and which such conditions brought. Then he announced that he had a line of coal heaters, etc., which the mail-order people could not duplicate at his terms.

He gave a list of prices and announced that with every stove, regardless of price, he would give, absolutely free, 500 pounds of coal. Not only that, but he also guaranteed that the users of his stoves would be supplied with an adequate amount of coal all winter. He undertook

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september, 1923

to furnish his customers with coal at cost.

Did the idea "take"? It took so fast and so firmly that it almost took Cavno's breath away. Orders began to come in from one to three a day. Then, to. cap the whole thing, a big snowstorm came, and the weather turned intensely cold. That day Cavno sent a hurry call for another shipment of stoves, for he "saw ahead." Twenty-two stoves were sold that one day! He made a splendid profit, besides furnishing employment to many men.

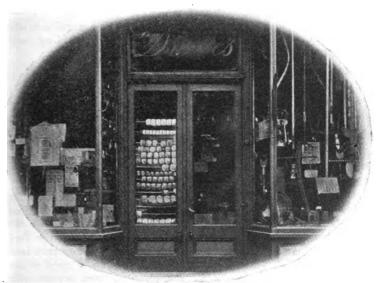
Drake displays twine inside of front door

The hardware store of James A. Drake, at 77 Fourth Avenue, New York City, has an excellent method of handling twine.

A rack, resembling a ladder, is hung inside of the unused half of the front door. Ordinary dowels, 1-2 inch in size, are used as rungs which fit into a hole in one side and a slot in the other. On these "rungs" are displayed the balls of twine, ranging from the small sizes at the top to the larger ones at the bottom.

A ball of twine can be supplied quickly to a customer by simply removing the dowel from the slot and sliding off the requirement. This idea gives excellent display to the twine and makes it easy to handle.

The device economizes on space. Two-inch boards, with a cross-piece at the top and bottom, a dozen dowels, and four screws to fasten the ladder are all the materials required to duplicate this idea. The cost of making the rack would be \$6.



In a store where space counts, Drake utilizes the unused half of his entrance door to display a complete line of twine on a home-made rack

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Monthly cash prizes for the best ideas from hardware men

GOOD HARDWARE pays \$2.00 in cash for each good idea about the hardware business which it publishes. Address THE IDEA EDITOR, GOOD HARDWARE.

Small envelope holds extra tacks for screen wire

I wish to submit the following idea, which I have used and which I found to be a good one.

Many retail hardware stores furnish tacks or staples with screen wire, when sold. Tacks when wrapped are often left on the counter unless the customer's attention is called to the extra package.

For some years now I have been using a small manila paper envelope, about three by five inches, in which I place enough tacks or staples to fasten screen on one door.

The envelope bears this mes-

sage: "This package contains TACKS from Bojens Quality Hardware Store. You can solve your screen wire troubles by using our white screen wire it does not rust."

This envelope is rolled up with the screen and therefore gets into the home.

The boys fill the envelopes on rainy days and they are placed in a drawer under the screen wire table, where they are handy to get at.

I consider it a service to the customer that has paid me well.

—w. J. DEERING.

A convenient measure for rope and netting

After several years of using the tape line and yard stick, often taking two clerks to measure rope, screen wire and netting, we thought of a plan of marking the floor.

We cut small circles of galvanized metal and covered them with melted bees-wax and when cold we carved the numbers plainly in the wax clear to the metal. Then we applied a mixture of ½ oz. nitric and 1 oz.

of muriatic acids to the figures carved and let it remain from one to ten minutes; then we poured some water on, which stopped the etching.

We then scraped the wax off and we had perfect numbered plates. These will not wear off. We placed the plates five feet apart and drove tacks every foot between, making a good measure for belt, rope, screen wire and netting.—FRED KOPP.

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Sign to keep off grass sells lawn seed

Here is an idea for hardware men. Most every hardware store sells lawn seed. We have been selling a mixture for the past thirty-three years, put up under our own name called "Coyte's Asbury Park Lawn Grass."

We have printed quantities of 11 x 14 cards in green ink: "Please Keep Off COYTE'S AS-

BURY PARK LAWN GRASS."

We give these out liberally to purchasers of grass seeds, who very gladly stick them up on their lawn to keep the public off the newly made lawn.

Needless to say, the advertisement is seen by thousands and it also serves to suggest purchases of seed to others.—J. COYTE & SON.

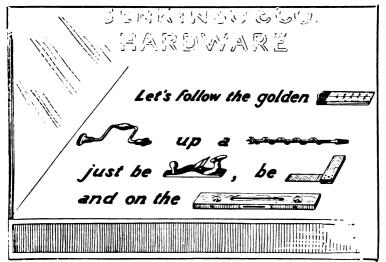
Gets up attractive window display of tools

I am sending an idea to Good Hardware, which I read monthly and which I consider an important magazine.

I arranged a complete kit of A-No. 1 tools in the display window. Near the front of the window, on the floor, I put a

large piece of white cardboard on which I placed several tools in the exact position as indicated in the illustration below.

This display drew a large number of onlookers and created a good deal of comment.—
C. G. BETHEA.



This clever window "said it with tools" [

Uses tacks in store floor to measure with

Down the center aisle of our store, from the rear to the front, we have placed a set of storm window-screen tacks of the brass-headed variety, numbered from one to fifty. These are placed in the floor one foot apart. The aisle has clearance of about 6 feet throughout its entire length.

Our screen wire cloth, gar-

den hose, etc., is kept in the rear; the radio and wire stock in front of store.

This floor measure is very handy and convenient in measuring off electric light wire, bell wire, rope, garden hose, poultry netting and, of course, wire screen cloth. It eliminates hunting for the store tape line or the yard stick.—E. J. RITT.

Good scheme for keeping track of paint stock

The following is the method we use in keeping paints.

We make up a sheet about 12" x 18" ruled like sample, which we paste onto a heavy cardboard. On this we keep a record of Outside House Paint, Inside Gloss, Inside Flat, Floor Paint and Kalsomine.

First we put down the number of paint or color, then the size of the can, then the number of cans of that color and size which we sold last season; price can also be carried in one column. If we had in stock at inventory say, 6 Gals, of O.W., we counted out 6 squares and put a circle

in the 7th square of that line.

When more paint is purchased we move the circle along to correspond. As paint sale-are made we check off the squares to correspond with the size and color sold.

By keeping this record we can always tell at a glance just how our stock is, what colors are best sellers, what to order, what colors to discontinue and what colors to push.

We find that this record is very easy to keep up and is the real means of making money for us in the paint line.—KNOFF-PETERSON HARDWARE CO.

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Dealer gets gas range prospects from a cake baking contest

GARVANZA HARDWARE COMPANY'S RANGE BOOTH WINS SECOND PRIZE FOR POPULARITY-AND THE STORE GETS 250 LIVE PROSPECTS TO WORK ON

HE Garvanza Hardware Company of Highland Park, California, recently showed that an exhibit of ranges could compete successfully with exhibits of women's clothes on live models, automobile demonstrations and candy-making. occasion was the Highland Park Commercial Association's annual festival, in which most of the local merchants take part. In spite of the fact that the festival is ordinarily organized as a social event with a Boost-Your-Home-Town flavor, the Garvanza store decided to combine business with pleasure and to take advantage of the festival.

For a long time the Garvanza Company has specialized in gas ranges, and the management decided that its exhibit at the Commercial Association's festival must feature these in some unusual and interesting manner. In this way it hoped to justify the expense of its booth and the other incidental expenses.

Gets popularity prize

The result was surprising. Each evening there was an entertainment given on a large stage; there was a fashion show and parade with live models from a ready-to-wear

were two automobile demonstrations, a candy-making booth and a number of others that could be expected to draw more attention than a range exhibit. Yet the Gar-Hardware Company's range booth drew second prize for popularity from the large field entered.

\$75 range free

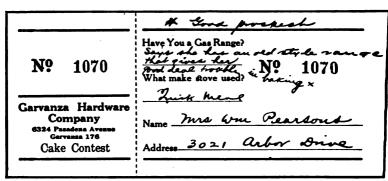
It was the cake-baking contest which the store staged that got this result. It offered a \$75 gas range free to the woman who would bake a cake that was voted by three competent judges to be the most nearly perfect. The announcement gave following five points to be considered in the decision:

> Flavor40 points Lightness20 points Grain texture ...15 points Baking (crust and

> color)15 points Appearance (shape

and icing)10 points Two local teachers of domestic science and a domestic science expert from Angeles newspaper served as Thus the contestants were assured of expert scientific judging.

The method of entering the contest assured perfect fairness. Applicants could secure entry
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The store kept the name and address for its prospect list; the woman kept the stub until she handed in her cake

cards, one of which is reproduced here, at the Garvanza Hardware store, in one of the local dry goods stores, and at the local newspaper office. The large portion of the entry card was filled in and detached; the stub was held by the entrant, to be submitted with the cake itself. No name or other identifying marks were to be put on the stub.

Two hundred and fifty entry cards were handed out, and one hundred and two cakes were submitted. The cakes were not to be turned in until Saturday, the final day of the festival week

Talks to prospects

Most of the entry cards were given out at the hardware store, and as they were given out and the salesman asked the woman for her name and address to be put on the larger part of the card, he also talked to her about her range.

"I suppose you've got a range that bakes cakes fine?" he might suggest as a feeler. "Well, no, I haven't," the woman might answer. "In fact, it's such a sorry old affair that I'm afraid I won't stand much show, for I see that you judge the cakes partly by the manner of baking."

Records conversations

In that case the salesman would make a note of the result of his questioning. He also suggested to the woman that she see this feature or that of the store's ranges at the booth, taking pains to point out some one feature of advantage as an entering wedge.

Of course, there were many who owned satisfactory or new ranges, in which case they were not logical prospects.

All through the final Saturday of the festival the cakes were on exhibit, and they proved such an attraction that they won second place for popularity for the booth. It was noticed that the visitors kept the attendants busy answering questions about the ranges on display; and such people were

listed as prospects. Many of them seemed to be the more interested because the booth was in charge of a woman.

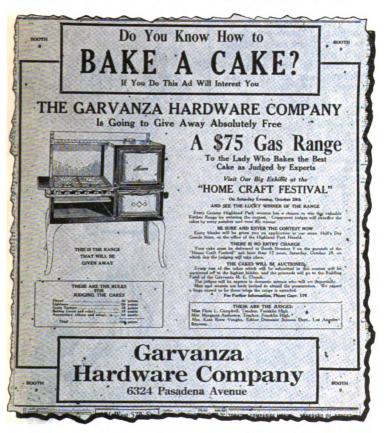
Speedy results obtained

Within a week direct sales began to come to the store as the result of the booth. One woman, for instance, was followed up by a personal visit in her home. She purchased a range for \$112. Others were approached as they came to the

store. Several ranges were sold before the entry cards were sorted out and arranged for letters or calls, according to the text of the notations made when the parties made application for the contest.

Considerable publicity resulted from the auction that followed the announcing of prizes. A professional auctioneer sold the prize cakes and presented them to the successful bidders.

(CONTINUED ON PAGE 52)



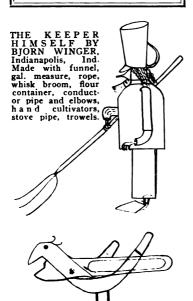
To make sure that Highland Park knew about its cake contest the Garvanza store advertised it heavily shortly before the festival

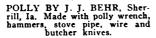
The keeper of the zoo announces many additions to his family

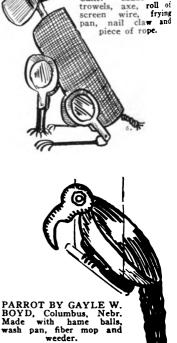
HEALSO PUBLISHES A LIFE-SIZE PORTRAIT OF HIM-SELF DRAWN BY ONE OF HIS ARTIST-HARDWARE DEALER FRIENDS

There are still many empty cages in the Zoo. All readers of GOOD HARDWARE are invited to help fill them. The Keeper pays One Dollar for every animal picture published. Draw your animals in black ink. Write their names and parts below, not on the animals. Address your letters to the Keeper of the Zoo.

BULLFROG ELLSWORTH REYNOLDS, E. Lynn, Mass. Made with jack-knives and penknives.



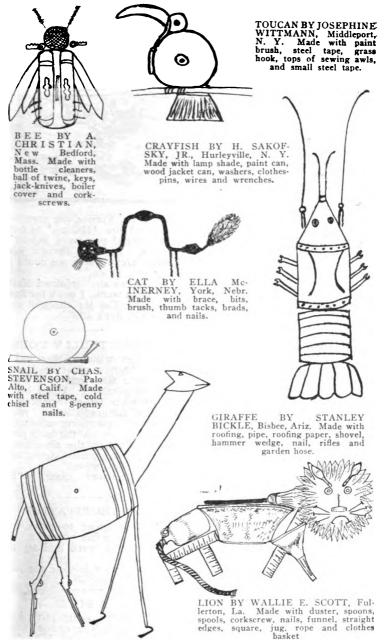




DOG BY R. BAR-RON, San Diego.

Made with

RON,





SOLID FOUNDATION

"Is that son of mine getting well grounded in the classics?" asked Mr. Newrich.

"I would put it even stronger than that," replied the private tutor. "I would say that he is positively stranded on them."

Dollars are like cobblestones: if thrown aside carelessly, they block the road of Success; if carefully placed, they make a good pavement to travel on.

ON DAYLIGHT TIME

"Mummy, is it lunch time yet?"
"No, darling, not for another hour."

"Well, then, my tummy must

be fast.'

It is all right to knock at the door, but quit when you get in.

CHECKING UP

Rastus slipped stealthily into Turner's Hardware Store and asked permission to call Squire Bentley on the telephone. He received permission.

"Squire Bentley, is that you?"
Rastus began. "Does you need any one to work for you?"—
"You has some one—and you are satisfied with him? You is? Oh, all right."

As Rastus was turning to leave

the store, Turner, the proprietor, stopped him. "Rastus," he began, "I noticed you were asking for work. Perhaps there's something around here we could find for you to do."

for you to do."
"Oh, no sir," rejoined Rastus.
"I'se got work. I work for Squire
Bentley; I'se jes' checkin' up on

ma-self, dat's all."

RESPECTFULLY YOURS

A boy whose father had always been a great stickler for etiquette was sent to a distant boarding-school. Upon his departure the father instructed the son to telegraph home "yes" if he found everything satisfactory.

He did so, but the busy parent had forgotten the arrangement and, being puzzled, telegraphed back: "Yes, what?"

The answer came: "Yes, father."

AUTHORITATIVE

"Bill is going to retire from business for five years."

"Oh, I've heard him say that

"Yes, but this time the judge said it."

A PULL

"Can you give my son a job?"
"All right; what can he do?"

"What can he do? If he could do anything I'd hire him myself."

TOO WISE

"Let's ask Hughes to settle the question. He's married, and will be able to speak from ex-perience."

"On the contrary. He'll keep his mouth shut from experience."

A GOOD BRAND

"Anything special about that brand of rope?"

"Well, it's got several good

twists to it!"

CRIMINALLY INCLINED

afternoon stranger One alighted from a train at a coun-try town and headed up the street. Finally he met a man who looked like a native.

"Pardon me," said the stranger, "are you a resident of this town?"

"Yes, sir," was the ready rejoinder. "I have been here something like fifty years. What can I do for you?"

"I am loking for a criminal lawyer," responded the stranger.

Have you one here?"
"Well," said the other, reflectively, "we think we have, but we can't prove it on him."

Opportunity knocks but oncebut that one knock is often a knockout.

EXTINGUISHED

Wife: You used to say I was the light of your life.

Hubby: Yes; but I didn't suppose you were going to get put out at every little thing.

COSTLY WEEDS

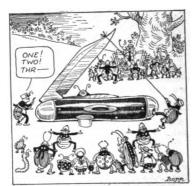
"These continual presents of cigars to my friends," said the pompous man, "cost me an awful lot.'

"In friends or cigars?" asked

the shrewd one.



Mother: Put on yo' hat, Magnesia-does yo' all want to git sunburnt?



The Guillotine in Bugville

AND YOU TOO

Mr. Rockwell had just become the proud father of bouncing twin babies, when he encountered one of his wife's woman friends.

"Congratulations!" she said. "I hear your wife gave birth to twins."

"Thank you!" he answered, excitedly. "The same to you and many of them!"

Ignorance is one of the world's worst evils.

COLD WAVES

"I get Honolulu, Peru, Moscow, and Dresden on my wireless set.

"Do you keep the windows

open or closed?"

"It makes no difference."

"Well, I keep my windows open and I get Chili."

FINALLY LOCATED

During the World War a young lieutenant in the Air Service Division was sent up alone in a balloon. A particularly strong breeze drove him northward until his map failed to help him locate his surroundings. Finally he noticed two boys at work in a field far below.

Finally he succeeded in getting down to within hailing distance. Cupping his hands over his mouth he shouted down, "Where am I?" There was no response. He repeated in a louder tone, "Where AM I?" Still the boys simply stood and looked blankly up at him.

For the third time he repeated his inquiry, this time at the top of his voice, "WHERE AM I?" Then the younger of the lads, with his finger pointed at the balloonist in scorn, shouted back, "Ye durn fool, you can't fool me, ye're in that little basket thar."

When a tree stops growing, is begins to decay. Are you growing!

FOR SALE

"I've got a terribly bad cold." "Why don't you take something for it?"

"How much will you give me?"

FULLY PROVED

Two farmers met on a country road.

"Si," said Josh, "I've got a mule with distemper. What did you give that one of yours when he had it?"
"Turpentine."

A week later they met again. "Say, Si, I gave my mule twpentine, and it killed him." "Killed mine, too.

IT FITTED

A very fat man was gazing at the things marked at sale prices in a haberdasher's window.

A friend stopped to inquire if he was thinking of buying any thing.

"No," replied the window-gazer, wistfully. "The only thing that fits me ready-made is a handkerchief."

Tell us what skin games have been tried on you. Read the interesting skin game article in this issue.

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How to protect yourself against check crooks and forgers

NEVER CASH CHECKS FOR STRANGERS AND DON'T ALLOW THEM TO PAY BY CHECK; YOU HAVE EVERYTHING TO LOSE AND NOTHING TO GAIN

By Carl H. Getz

How can the retail merchant guard himself against the thousands of crooks and forgers who make their livings by raising good checks or passing off bad checks on stores that will trust them? A clever penman can make a valueless check look like a certified check for any amount that he thinks he can get away The article which follows shows what merchants can do to avoid paying any part of the \$350,000 daily tribute which the forgers exact.

PORGERY losses last year totaled \$350,000 a day, and retail merchants had to pay a good part of it.

In 1922 check crooks stole \$125,000,000. That means that in three ye rs the forgers of the country steal enough to build another Panama Canal, which is the costliest structure we have on the Western Hemisphere.

Recently Chairman William B. Joyce of the National Surety Co. succeeded in getting the cooperation of thirty different

surety companies and in making an exhaustive survey of crime against property. Forgery proved to be one of the most serious crimes.

The curious fact about forgery—and by forgery is meant forged signatures, forged endorsements, forged certification or acceptance stamps, raised or altered checks and finally counterfeit checks—is that the observance of just a few rules would eliminate about ninety per cent. of the losses. Just why retail merchants insist on taking chances is difficult to understand.

The first rule that should be observed is: Do not, under any circumstances, cash a check for a stranger. This applies to what appear to be certified checks just as it does to any other check. Certification or acceptance stamps are usually ordinary rubber stamps which can be duplicated without trouble. Some day the banks will use stamps which shred the paper and this particular type of forgery will be eliminated.

Beware of checks

Even a check which seems to have an O.K. endorsement should not be cashed for a stranger. The endorsement can be forged just as easily as any other part of the check.

The second rule is: Never, under any circumstances, accept a check from a stranger in payment of any merchandise which the customer intends to take away with him. It is safest to deliver the merchandise only after the check has been cleared at the bank.

Faked identification

Too many dealers will accept checks if they can be satisfied as to the identity of the holder of the check. A man went into a large hardware store in Kansas City, bought merchandise valued at \$4.25 and then offered a check for \$39.75 in payment. The dealer asked for identification, and, of course, the crook was prepared. He produced a couple of letters, a personal card and a lodge membership card, and then took off his coat. rolled up his sleeve and showed his name tatooed on his arm. The dealer cashed the check. A few days later this crook was operating in another store with another name on his arm. His tatooing was faked, of course. That was his method of throwing the merchant off his guard. All of which teaches the old. old lesson, never to cash a check for a stranger. Will the country ever learn the soundness of this advice?

There are a couple of other rules which it will pay merchants to observe. One is never to give a blank check to a stranger. Checks should be guarded with the same care that currency is. It should never be

forgotten that forgers cannot operate without checks.

The practice of some stores which advise customers that they have blank checks on different banks for the convenience of their trade is unwise. This is the way crooks obtain a good many of their checks.

Bank books, check books and cancelled checks should be kept under lock and key always. If a crook is able to get a cancelled check containing a signature, and also a blank check, the depositor is at his mercy.

Banks are responsible for the signatures only. If a check is forged, that is, the entire check or the endorsement, the bank is responsible. But if a check is raised or altered, the depositor is the loser, assuming, of course, that the signature is genuine.

Combatting forgers

Every possible means should be used to defeat the forger. Check writers, safety safety ink and forgery are all valuable. The writer is not enough. have been found to have every known make of check writer in their possession. They don't attempt to alter a check written on a check writer. They simply get an entirely new check, write the larger amount with the same make of check writer and then proceed to forge the signature and the endorsement. Safety paper is also valuable. crooks have been known to steal safety paper checks. A bond affords the only complete protection available.

(CONTINUED ON PAGE 54)
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An easy and useful alphabet for your showcards

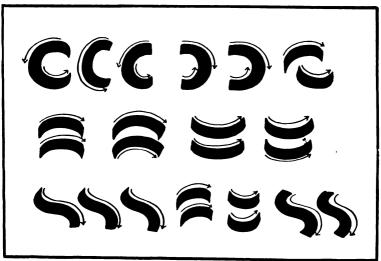
THIS ARTICLE, DESCRIBING THE SINGLE STROKE GOTHIC ALPHABET, IS LESSON III OF THE SERIES WHICH STARTED IN THE JULY ISSUE

By David M. Davies

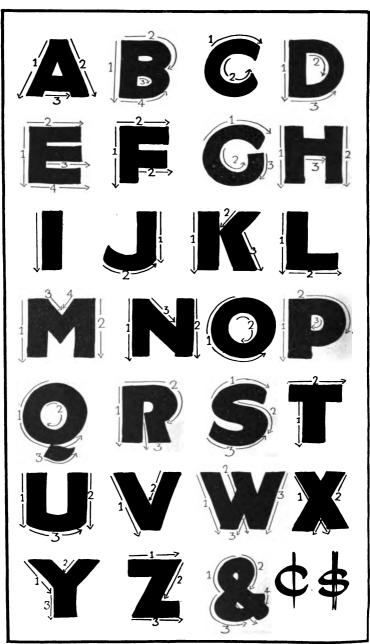
CONTINUOUS and painstaking practice as described in Lessons I and II is the chief requirement for making a successful showcard writer. Do one thing at a time and do that well is another good rule. Gradually we come to the more interesting lessons. The first lesson taught the method of loading the brush, of making straight strokes, etc. The second lesson told how to make a Straight Stroke Alphabet. This

is simple and easy to master after you have learned to make the elementary strokes. We now come to real lettering, which the student will find a little more difficult.

Before proceeding, let me say that after the necessary practice, even curved letters will be just as simple as the straight strokes. There are only five letters that can be called difficult in the upper case alphabet: C, D, G, O and Q. In the lower



All of the letters of the alphabet described in this lesson can be made of these few curves and the straight lines practiced in Lesson I



Only five of these Gothic capitals are at all difficult

case, there are a few more curves, but they are not as difficult to master. The other upper case letters with curves are B, J, P, R, S and U, but these letters will be found very simple after a little practice.

The student will feel encouraged perhaps when I say that

writing at school, how you were taught the free hand movement, and after a lot of practice were able to make beautifully rounded letters. It is not necessary to be a good penman in order to become a good showcard writer, but the same amount of practice that you did at school will make

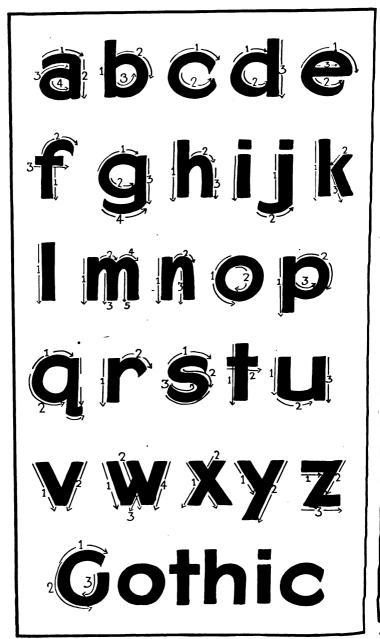
12345 67890 Gothic numerals

These numbers are for use with the Gothic alphabet

once this alphabet is mastered, the whole sphere of Card Writing is an open book. True, there is a whole lot more to the art than has been outlined in these three lessons, but your difficulties are well in hand after you have won out and licked the first three lessons.

Before starting to practice this lesson, study the alphabets illustrated, study each letter and note by the arrows how it is made. Remember the rule, that all strokes are either downward or away from you, and that all curves are made the same way. You will remember practicing

you a good letterer. Practice these curves until your hand becomes thoroughly accustomed to the gliding movements. All of these letters are made with a free, rapid swing. At first your attempts will seem ludicrous to you: mine did to me while I was learning. Don't weaken, but save some of your first attempts and refer to them as you progress and see the improvement. Good lettering is never made with a deliberate slow motion. In fact, this endeavor at careful and perfect strokes is what gives the beginner's work its amateurish appearance. I do



Use these small letters with the capitals already described

not mean that your attempts should have a professional stamp from the start; I merely wish to emphasize the importance of practicing with an easy, light swing, instead of cramping your fingers trying to make the brush stroke perfect and even from the very beginning.

Now, let us get down to practice on Lesson III. This lesson is divided into two parts. Part 1 contains the alphabet, known as Single Stroke Gothic, upper and lower case and a set of numerals. Part 2 contains some specimen showcards made with the same alphabet. Many of the letters in this alphabet will be found identical with those of the Straight Stroke Alphabet. You will, therefore, be able to put more time on the rounded or curved letters, because you mastered the straight ones in a



Where price is featured use a large numeral

SPECIAL Any Article on this table 25¢

A well balanced card using capital and small letters

previous lesson. You have your manila practice paper ready and your black water color, brush, etc.

First rule off a few sheets for the upper case letters, keeping the pencil lines about one and a half or two inches apart, and leaving ample space between the lines of lettering. Your brush is loaded almost to the metal band, you distribute the paint evenly with the back and forth motions on your "palette." When the brush resembles a sharp chisel, it is ready. Start near the top of the guide line with the first stroke of the letter The second stroke must A. overlap the first, beginning right on the line and forming the top. Now, put in the horizontal bar, away from you, not touching

(CONTINUED ON PAGE 72)

The Hardware that Hung in the Well

My grandfather's well was both ample and deep
And its contents both cooling and clear,
But it wasn't its size nor the water it held
That contributed fame far and near.
There were others as deep and with sides just as steep,
So, 'tis not on these features I dwell;
I just tell of the things and the hardware on strings—
My old grandmother hung in the well.

When the summer came down with its torment of heat Making foodstuffs a problem to keep,
My old grandmother packed everything in odd tins
And consigned the whole lot to the "deep."
In the cavern below, with its chill atmosphere,
Dropped the tins in an endless pell-mell,
Holding butter and eggs, hams and chickens and legs—
That my grandmother hung in the well.

Of course, now and then, a string slipping its hold Would let something fall down with a splash And it followed, as grandfather often observed, There would be something shy in the "hash." But, not only the "hash" suffered in the descent, It was often the butter which fell, And a whole ham or two often vanished from view—From my grandmother's horde in the well.

So in time came a change, and the water so sweet
Seemed to differ in flavor each day;
Some new "season" imparted was hardly quite started
When, abruptly, it languished away.
Every day, hour, minute, with something new in it,
Not a soul could the next flavor tell;
Every known sweet and sour continued to shower—
From my grandmother's tins in the well.

Thus, the liquid reposing in grandfather's well,
Kept on changing its "savor" each day,
Until grandmother died and her old tins, untied,
Were by grandfather hidden away.
When the old well was cleaned and its contents revealed
'Twas a sight of which neighbors still tell;
All known hardware was there and a town's bill-of-fare—
That my grandmother hung in the well.

Big money in painted flowers and grass—and how to make them

AN OPPORTUNITY FOR A DEALER IN EVERY COMMUNITY TO START A PASTIME THAT WILL GREATLY INCREASE HIS PAINT SALES

DEALER in Springfield, llinois, sold more than \$300 worth of gilded flowers, leaves, grasses and weeds last Fall. This form of decoration is becoming very popular with the people in hat city. Painted flowers and grass are comparatively easy to make and it is fun for the amateur.

The object to be painted should be picked while the plant is hearty, and just before ripenng, while some of the sap is still in the plant; surely before the trost. The plant should be dried in the sun or it can be placed in it warm oven. Care must be aken, however, not to parch it. It is then best to coat the plant with shellac, which will preserve and stiffen it.

A simple operation

The painting operation is very simple. In many instances bronze and aluminum paints are used. The leaf can be covered solid or only in parts. If the aluminum or bronze paint is in the liquid form, which is preferable, simply apply with a soft-haired brush. If in a powder, first apply a small quantity of dryer on the portion of the plant to which the paint is to be applied.

It is best to use the brighter colors first, such as aluminum, gold or copper; then the darker colors in shading. There is no set rule concerning the colors to be used, since no two people paint leaves alike. It is all a matter of taste. Any of the colors may be blended together to make a number of beautiful combinations. After the leaves or weeds have been treated with shellac, they can be painted with show-card colors, thus giving them a dull, uniform color. Later the bronze colors may be used as a trimming if desired.

An unlimited field

To make more elaborate colorings on the leaf or weed, metallic dry colors may be used, which make them sparkle and shine, and add considerably to their attractiveness. In applying these dry colors to the leaves, a thin solution of glue, dryer, or varnish should be used as an adhesive, and the powder sprinkled on while the adhesive is still week.

Some of the homely weeds, leaves and grasses look very attractive when dressed up with paint. That's the basis of this kind of decoration. All kinds of leaves, grasses, weeds, cattails, burs, marsh weeds, shepherd's grass and other vegetation along the roadside or on the farm can be used.

(CONTENUED ON PAGE 82)

Displays apparatus for fighting fires

A window exhibit of fire-prevention and fire-fighting articles, arranged by a hardware dealer in Connecticut, accomplished two purposes: it did good, constructive work for the community and it helped to increase his sales in this class of goods.

Prominently displayed in the windows was a sign stating: HOW YOU CAN HELP TO REDUCE FIRE LOSSES.

Then a number of smaller signs appeared in front of each object which was displayed. One sign made this suggestion: USE METAL MATCH BOXES. Directly behind this sign were a number of metal match boxes, both for pocket and kitchen shelf use.

Another sign suggested that all matches, after being lighted, should be broken in two. Still another suggested that all kitchen ranges and stove pipes should be cleaned out thoroughly. Brushes for this purpose were offered for sale; also new stove pipe lengths. One card cautioned not to accumulate rubbish in cellars; and in order to avoid this, galvanized containers and iron ash cans were placed on sale.

Extinguishers on display

Fire-fighting apparatus, such as the sprinkler and dry powder fire extinguishers, fire buckets, and hose were also displayed.

To complete the window exhibit a number of cards were included, containing the latest available information concern-

ing fire losses. It was announced that in 1921 the annual fire losses in the United States amounted to almost \$500,000,000.

This idea is one which many hardware dealers can follow to their personal gain, and at the same time benefit the country at large.

Local cateress helps in selling ranges

Baking demonstrations are common enough among sellers of ranges; but it remained for an Ohio merchant to add a little inducement to a demonstration which he held. He employed a cateress who was not only friendly, but enthusiastic about his range and its timing device. She also had the advantage of being known as a woman who was not in the employ of the maker of the range.

This woman baked bread some meat, and some cakes, the last being quite well known in the city. The bread and meat were served together with cake and coffee; and then other cakes were baked and displayed in the booth

It was announced by advertisement, by showcards, and verbally by the salesmen that to each woman who bought a range there would be given one of the cakes until the supply was exhausted. Small as was the value of the cake, the offer caused many women to consider the purchase and thus gave the salesmen an opportunity to talk about the proposition. A dozen prospects signed up for ranges.

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KNAPE & VOGT CLOTHES CLOSET FIXTURES



MODERNIZE ANY CLOSET

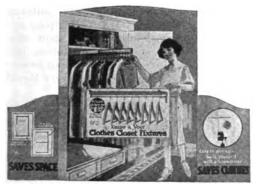
Closet capacity is more than doubled when Knape & Vogt Clothes Closet Fixtures are installed. The increased convenience, the instant accessibility, sliding noiselessly back and forth on easy roller bearings, the clean sanitation and preservation of the garments, and the saving of space, are but a few of the many features that have delighted and appealed to householders for years. For use in old or new homes. Easy to install. Will hold an unlimited number of hangers.



Special Introductory Offer

For the convenience of dealers we have prepared a special package, containing a complete set of fixtures, 22 in all, and one mounted sample. Free window display is sent with this package. Outfit costs \$25.65; sells for \$51.30. Send no money. Bill payable in 30 days.

Free Window Display



This free window display will bring you customers. Shows at a glance the use of the fixtures. 50 inches wide, 30 inches high. Stands up on heavy wings at ends.



COUPON

KNAPE & VOGT MFG. CO., Grand Rapids, Mich.

Gentlemen: Please send me Special INTRODUCTORY PACKAGE described above, containing Window Display, twenty-two fixtures in different sizes to meet all requirements and one mounted FREE sample.

Name	
4.4.	_

Dealer gets range prospects from a cake-baking contest

(CONTINUED FROM PAGE 35)

The prize cake brought \$70. Then one by one the others were sold, the total amount realized being \$175. This money was turned over to a local congregation for the new church which they were building.

With the entry-card prospects yielding opportunities to talk new ranges personally or by letter, and with sales being made every week since the festival as a result of it, the firm feels that the festival contest was a profitable investment. And, fortunately, there was not a word of complaint from the unsuccessful entrants.

He makes each sale bring another

There has been a big building boom all year in an Ohio city of about 75,000, and an enterprising hardware merchant there has hooked up with it successfully and profitably.

This merchant noticed that each month his store was selling large quantities of goods to be used in building and outfitting new homes. To capitalize on these sales he hit on the idea of having a window display each month in which he would show pictures of some of the homes in which his goods were used and in which he would display the various kinds of goods sold for use in those homes.

At first it seemed as though

this window display would be difficult to get up, but it proved quite easy. The salespeople became interested and kept track of the new homes for which they sold goods—getting the addresses, the names of the builders and the names of the people who were going to occupy the homes. Then the merchant went around with his camera and took snapshots of the buildings, either completed or under way.

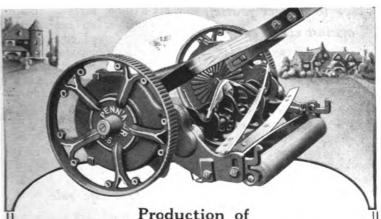
The pictures were attractively mounted on cardboard, and typed captions gave the names and addresses of the builders and occupants. These cardboards were then placed in the show window as centers of attractive displays of all the kinds of goods sold by the store for use in the houses pictured.

This display was very effective in showing how many of the new homes were using goods purchased at the store, and it helped the store to sell even more goods to home builders and occupants. The display attracted much more than the usual amount of attention because it was out of the ordinary and because it was so very local

A Merchant Writes:

I am much pleased to have you take up the great Simplification Movement. I would like to see a standard size for guards. guard bolts and sections for use on mowers and grain binders, also for bolts for plow points. I believe there are countless articles and sizes which might be eliminated without inconvenience to users.

ALFRED E. SIMKIN, Poplar Ridge, N. Y.



Production of Pennsylvania Quality Lawn Mowers

Increased 20% during season of 1923

Notwithstanding an increased output in each of the three past seasons, the demand for GOOD LAWN MOWERS has exceeded the supply. And while we expect to turn out more than ever for 1924, with the help of our new branch factory, we urge dealers to place their specifications at once with our Jobbing Agents. The orders thus far entered show a marked increase over last season.



We will make no change in prices before October 1st and guarantee that no lower prices will be issued before July, 1924.

Quality LAWN MOWERS

PENNSYLVANIA LAWN MOWER WORKS

JOHN BD AUD JONS

FOUNDED 1877

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Say you saw it in GOOD HARDWARE

How to protect yourself against check crooks

(CONTINUED FROM PAGE 42)

Two of the largest banks in Portland, Ore., recently advised their depositors not to buy bonds. The statement was made that the banks gave complete protection to their depositors. Suppose that some day a bank should advise a depositor that he is overdrawing his account and that the depositor disputes the statement, saying that certain checks which the bank maintains are genuine, are, in fact, forgeries. Then what happens? This is an actual case, and not mere theory. In this instance the bank referred the questioned checks to its detectives, who made an analysis of the handwriting, compared it with the signatures on other forged checks in the files and found that all of the signatures on the questioned checks were forged. The bank was obliged to pay.

Instances could be cited where banks and depositors have disputed the genuineness of checks with the result that both resorted to the courts. And what business man likes to become involved in litigation with his bank? A bond is protection against litigation as well as against financial loss.

Do bonds protect you?

There is a distinct difference between the bonds given away by the manufacturers of checkwriting machines and the bonds issued by surety companies. The check-writing machine bonds, for example, do not protect against a forged end rement, which is the commonest type of forgery. To this the manufacturers reply that the banks are responsible for forged endorsements. This is true, but hundreds of cases can be cited where the banks have insisted that the signatures were genuine, although the depositor denied this.

One safe rule

Surety bonds are cheap and the little money invested in that way may save large losses. Check-writing machines are labor-saving devices which improve the appearance of the check and should be used for this reason if for no other reason. Then, too, a machine-written check will discourage the many crooks.

The wise merchant should, first of all, refuse to cash checks for strangers and to accept checks as payment for merchandise. Then the danger of being the victim of the check crook will be greatly diminished.

Expense records

Some of the major expenses which a merchant should keep in his cost record book are: Rent, light, heat, power and telephone; salaries; delivery cost; interest on capital; insurance. taxes, donations, dues, bad debts and collection expenses; advertising, depreciation of equipment and stock, repairs and renewals and miscellaneous supplies for the store and the office.



This handsome, ways - on - the - job "salesman" will boost your timer business. All Milwaukee Timers now shipped this way -10 to the box. No to you. cost extra Helps you hook up to Milwaukee Timer advertising in The Sat-urday Evening Post, American Magazine, the big farm and motor papers. Use it!

Only One Left— It Was Full Yesterday

There's turnover for you!

In hundreds of accessory stores and garages, the new Milwaukee Timer Display Box is putting pep into timer business. Show this attractive "salesman" on your counter, and watch sales jump.

Quick sales—at a good profit—not much money tied up in stock! Those are the Milwaukee Timer "features" that appeal to you. Milwaukee Timer quality goes without saying—you know it's right, and your trade knows it. Why waste time pushing and "explaining" timers of unknown worth? Concentrate on Milwaukee. Make more money on timers. The Display Box on your counter will help a lot. Put it there and see.



Sells Fast at \$ 2.00 (In Canada \$2.75)

COOD HAPDWAPE

A practical talk on selling guns

(CONTINUED FROM PAGE 12)

neither did they know there was a shoot on that day. I went up the street a few blocks to another store and made the same inquiry; they knew all about the shoot and promptly advised me as to the best way to reach the grounds. I do not believe it is necessary for me to tell you which of these stores supplied the club with shells or sold the shooters' guns. You know.

Dealers will find it helpful to sell hunting and fishing licenses for other states; also to have a supply of game laws and to be familiar with them. I knew a gun salesman in an eastern city who was an enthusiastic big game hunter and made a specialty of outfitting parties for this class of sport. He had a good general knowledge of big game hunting and knew the proper equipment from actual experience. As a result, he sold a great many goods, not only rifles and ammunition but hunting clothing, boots, moccasinsin fact, everything a sportsman would use on a trip of this kind.

In this section of the country many hunters go to New Brunswick for big game, and, feeling that he should have more information to pass on to his customers regarding conditions there, and not having time to make several trips for this purpose, he wrote for a list of the best sporting camps, which was readily supplied. He then wrote to each one for circulars, rates, game conditions, names of their

best guides and how to reach the place. When these were received he requested the railroad office to supply information regarding train service. When he had this complete, he filed it and had, in a short time, a supply of data regarding New Brunswick which was of great value.

Everything he needed

A sportsman could go into this store, buy a full outfit for a trip to New Brunswick, get his hunting license, copy of game laws, be put in touch with a good camp, be told who were the best guides, what train to take and when he would reach his destination. Some service! I realize this method could not be practically applied in many cases, but this was one instance where it could, and is cited merely to illustrate the opportunities for service of the gun salesman.

To the salesman, in taking care of retail trade, I want to suggest that he sell one article at a time, keeping the customer's mind on this article until sale is made before suggesting something else. Tactful suggestions are very valuable in selling goods, but should not be overworked.

Talk quality, sell higher grade goods wherever possible, as this not only means a greater profit to your concern but also makes a satisfied customer. Do not confine your sales to the ordinary cheap grades of guns; have some of the higher grades and show them. Most guns are bought because the customer wants them and not because he

Easiest to Sell Because-

-the new "ball and socket" handle knob gives a firm, easy grip, without tiring the wrist-the attachments, which provide for cleaning walls, furniture, clothing, etc., are connected direct to center of fan casing, producing better cleaning results-the dust bag is so simple to attach by the bayonet bag ring, and so easy to empty in a sanitary way by the hinged opening device at top of bag-the unusually powerful applied suction extracts all deep-seated dust and gritthe marvelous swing-back, self-cleaning brush dislodges all clinging surface litter, and can be swung back out of the way without detaching or misplacing.

And in addition to these and other advantages it is also the lowest-priced, standard, Nationally-advertised electric cleaner, backed by the guarantee of both the Jobber and the Manufacturer.

PRICE

CONSUMER \$39.75 Ask Your Customer "WHY PAY

MORE?"

The Bee-Vac is Sold Only Through Jobbers

RIRTMAN FLECTRIC COMPANY

Dept. B-49, Lake and Desplaines Streets

CHICAGO, U. S. A.





has to have them, and it is much easier to make a sportsman want a beautifully finished, high class gun than the ordinary cheap grade that can be found in any stock.

To illustrate a mistake often made by salesmen I will cite an instance called over-selling that I observed in a large sporting goods store not long ago. man came in, I think with the intention of buying an auto-The clerk who matic rifle. showed it to him went into great detail in telling him about the construction and operation of the rifle, explaining the mechanism to the extent that he soon had the customer confused and when the clerk began on the ballistics of the cartridge the customer asked for a catalogue, saving his time was limited and he would call again. This was plainly a case of too much talk -over-selling.

The right way

If this clerk had shown the rifle, explained how to load and unload it, take it apart for cleaning and carrying, how to apply and release the safety and other details of this kind, perhaps answered a few questions the customer might have asked, I am sure he would have had a much better chance of making the sale. I have found half a dozen questions intelligently answered are more effective than a long story some salesmen consider so necessary.

Be honest with your customer, know his needs and supply them. Good, honest, efficient service is bound to bring as good re-

sults in selling guns as in anything else. There is no finer class of men to meet and deal with than the sportsmen; if not treated right they know it, while on the other hand, if properly taken care of no one will show great appreciation and loyalty. Associations of this kind make service a pleasure.

Auction sale sells oil stoves

A hardware dealer in a small Ohio town used the following idea to stimulate interest and sales in his line of oil stoves.

He advertised an auction sale of a three-burner oil stove for a certain Saturday in the local newspaper, which covered half the county. He asked for sealed bids on the stove. The highest bidder was to receive the stove, which was on display for the two weeks preceding the sale in the show window. The regular price was given in the advertisement so that no one would bid above the market value. The coupons were printed in the paper, as follows:

All Cash Payments

Address

Of course this drew many curious people, some of whom became customers, and at the hour designated, the sealed bids were opened, and the highest bidder received the stove.



This display card is a big time saver for you in selling B-A Emery Cloth and Flint Paper.

Put it on your counter where a customer may quickly pick out just the grade he wants. Then you will only have to make one trip, instead of three or four, to the drawer for Emery Cloth or Flint Paper.

Just tear out this page and pin it to a sheet of your business stationery with a "Send me this" written on it, and we will ship you one of these display cards within a few days. Send for it now before you forget.

Baeder Adamson Company Philadelphia

BAEDER ADAMSON Sandpaper The Standard Since 1828

Extraordinary



Price Offer!!

PHANG CINCLICIAN HINGANIAN MILLICAN PROPERTINA IN MILANGAN PROPERTINA MILLICAN PROPERTI POR PROPERTI PER SENTE

Quality Percolator Reach of Every One

Will Make a Wonderful "Special" for You!

First time in the history of Electric Percolators has such an unusual value been offered. For years manufacturers have been striving to manufacture a high quality, low priced utensil, fine enough for the highest class trade, yet within the reach of all.

The Aluminum Products Co. Succeeds—A triumph in manufacture—

The experimenting is over and the new "Lifetime" solid, seamless, pure aluminum 8 cup, medium priced percolator is offered to the trade as a permanent proposition—the biggest value ever known in pure aluminum cooking utensils.

There's a World of Business Waiting for You.

A new market opened never before touched. The low price puts electric percolators within reach of thousands of housewives who heretofore have not felt they could afford one.

Put a dozen percolators in your window and make it a special "Special" for Saturday. Double turnover means double profit and for quick action on a small investment this is a real "Lifetime" opportunity.

Get Your Order in Today! Cut out the coupon and be the first in your territory to capture the new business this unusual price offers.

AMALUMINUM PRODUCTS CO.

La Grange, Ill.

ALUMINUM PRODUCTS CO., La Grange, Illinois.

Gentlemen: You may ship me a sample electrical percolator in order that I may make my own comparison.

Please send me your special price proposition.

Name

Address

Goods to be returned if not as represented.

NOW

Questions and answers about the decimal system

(CONTINUED FROM PAGE 14)

Q.—What would be gained by such action?

A.—The confusion would soon be ended, and we would all be operating on one universal system—the efficient decimal system.

Q.—Will there be confusion in

concerted action?

A.—We already have confusion. Concerted action would be the quickest means of ending the confusion.

Q.—How long will the con-

fusion last?

A.—Until all have adopted the decimal system. Should all adopt it by common action, then the confusion will soon be over. If first one, then another adopts it, the confusion will be prolonged. The last ones to adopt it will, of course, be responsible for prolonging the confusion.

Q.—But why not keep both

systems as at present?

A.—In the first place the dozen-gross system is out of date. In the second place two systems result in confusion. How would we now like to go back and transact part of our sales in dollars and cents and the other half in shillings and pence? We have a universal decimal system of money. Why not have one universal decimal system of pricing?

Q.—What choice has the hardware trade in this matter?

A.—The choice is either the efficient decimal system universally adopted, or the confusion of both systems as at present.

Never will we have the dozengross as a universal system. It is inconceivable that the electrical, auto accessories and sporting goods industries, as well as some of the leading hardware manufacturers and jobbers, will ever change back to the ancient dozen-gross system.

Q.—Is the cost prohibitive?

A.—No. The cost argument makes a fine smoke screen. It's the argument raised against every new thing. Actual experience shows that the change can be made at but little expense. One large manufacturer made the change at an expense of less than 1/10 of one per cent, another at an expense so small it was not intelligible when figured on a basis of percentage to sales.

Q.—Would the small cost that the change involves add to the price of hardware?

Does not increase price

A.—No. Simply because the experience of those that have adopted the decimal system shows that the economies effected soon offset the cost. From then on there is an actual reduction in the cost of operation.

Q.—Would the cost of making the change add a burden to

the dealer or consumer?

A.—No—at least it has not where the changes have been made so far. Where the change is executed efficiently the saving in a short time covers the cost of the change.

Q.—Wherein is there a saving then?

A.—One wholesaler has made (concluded on page 66)

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th) - Elegant kitchenette,

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- Comfortable conveniences ; tation. East

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irable rooms comforts and me; shaded golf. Cedarville, L. I.

> v.—Private with beautiith refined port \$2.W.

> > ears, exbe of exand social rh.

A golden opportunity awaits live agents to secure exclusive territory for Iver Johnson Bicycles and Velocipedes. Good territory open to dealers who want to supply the demand for this bicycle—famous for over thirty-eight years.

We are now running a campaign in the Saturday Evening Post that will help sell thousands of bicycles this season. See advertisements on opposite page.

Riders all over the world are familiar with the Iver Johnson and are continually recommending it to friends who are ready to buy.

If you are interested in getting a share of this business, write immediately for Special Dealer Proposition. Use the coupon on the opposite page. Address Iver Johnson's Arms and Cycle Works, Fitchburg, Mass,

EOYS WANTER

A LARGE financial inautiution has openings for a few boys seventeen years of age or over, high school training preferred. All advanced positions in the company are filled by premotion and there is opportunity for a good future by who is selected for positions who will



IVER

REVOLVERS

SHOT-GUNS



JOHNSON

BICYCLES

VELOCIPEDES

a thorough test and finds there is a saving of about 33 1/3 in time in extending invoices. Naturally there is the same saving to manufacturers and dealers, beside the saving that comes from the elimination of errors. Considering that this saving is for all time, the one time cost of making the change argument against adoption becomes futile.

Q.—Is decimal packing necessary?

A.—No. The proponents of the system have always held that decimal packing is not necessary. It is desirable, yet manufacturers who wish to pack by the dozen and gross can still price and bill by the decimal system and save time and error.

Q.—Is the decimal system coming?

A.—The best authorities say the decimal system is sure to be realized. The movement is gaining such momentum that the opposition is gradually disappearing.

Q.—What can the dealer do to bring about the decimal system more rapidly?

A.—We have always maintained that as soon as hardware dealers thoroughly demonstrate that they want the decimal system, manufacturers will gladly make the change. Your influence then should be made felt wherever possible.

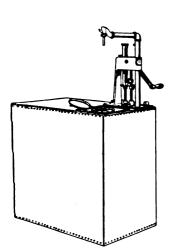
Are you pulling any stunts at the fair?

Have you a booth at the fair this year? Are you entering a float in a parade? Are you staging any stunts to sell or advertise your lines?

If so, tell us about them and send photographs. Other hardware dealers will be interested in hearing about your experience.

Cash will be paid for all accepted photographs of booths, floats, unusual displays, or stunts that you have devised to attract attention. Address Editor, GOOD HARD-WARE, 912 Broadway, New York.

And Oil Is Cash!



This is standard outfit 63—the big seller for many years and known from coast to coast. It's all Bowser-built.

Drum-stored oils check short—that's certain. If cash checked as short, the business would soon be bankrupt.

Bowser systems insure your cash—they check oil receipts as well as sales—eliminate fire hazard—and display the goods.

Write today for folder A-54 and let us plan the right sales-increasing storage outfit for your individual needs.

S.F. Bowser & Company, Inc.

Pump and Tank Headquarters

FORT WAYNE, INDIANA.

Sales and Service Offices and Representatives Everywhere



How two New York dealers sell from the sidewalk

(CONTINUED FROM PAGE 20)

attracted to the displays will almost invariably hit upon something that he needs. The appeal of the sidewalk displays is directed largely toward individuals who need something in the hardware line at home and would not take the trouble to go inside a store and buy it. That this habit of not going out of one's way except for absolute essentials is present in the average person is illustrated by the fact that these merchants often sell two and three pails of paring knives alone in a single day.

The idea of merchandising hardware from the sidewalk, according to Mr. Feuer, was first introduced on the Bowery, in New York City. It is now used in dozens of establishments in Greater New York, as well as in other large cities.

Celebrates clerk's 20th anniversary

A hardware store in Indiana always makes a big thing out of its birthday anniversary, and last year it also made a big thing out of the observance of the twentieth anniversary of one of its older employes, who had been there for twenty years.

For this employe's birthday the store ran his photo in the local paper with this copy:

"Twenty years ago today, Mr. R. R. Smith entered the employ of this store as an errand boy.

He is now in charge of our sporting goods department and through his untiring efforts he has made this department one of the best in this state.

Watches department grow

"During the time Mr. Smith has been in charge of our sporting goods he has seen the number of patrons of this department grow from a few dozen to over 450 regular purchasers. He has also seen this city grow from a town in which baseball was practically the only sport in summer, and ice skating the only sport in the winter, to an active, outdoor city in which all modern sports are enthusiastically played by live-wire, clean, progressive young people.

"Mr. Smith is himself a lover of sports—golf is his favorite game—and it is because he loves sports and understands them that he is able to give such complete satisfaction to the many people who patronize his

department.

"Mr. Smith says that the coming year is going to be the best that his department has ever had, and his wide circle of friends and acquaintances wish him success in his endeavor to make it so."

This proved to be particularly satisfactory advertising not only for the sporting goods department, but it boosted trade in the other branches of the store.

Size counts. This book fits the pocket.

Sell the kind of tools that will go out and Work for You



The results each of us gets, the reputations we build, and the things we sell speak louder than our loudest claims—to credit or confound us. This is an ancient truth—never truer than today. What of the planes and squares you sell? Do they build confidence in your store? Do they inspire favorable comment by lasting service and satisfaction?

Sell SARGENT Planes and Squares

and long after they have left your hands they still will recommend you.

SARGENT AUTO-SET BENCH PLANES are preferred by carpenters because of their keeeness, lightness, rigidity and ease of adjustment. SARGENT FRAMING SQUARES require no time-wasting figuring for the lengths and cuts of common, hip, valley, jack or cripple rafters. Complete tables of measurements are plainly stamped on the square. The take-down Square combines the needed tables and graduations with compactness and convenience in carrying; it goes into the shoulder kit.

SARGENT & COMPANY, Mfrs. New Haven, Conn.

NEW YORK

CHICAGO





Let the Acme Quality agent help you

Is there something you would like to know about painting your home, or refinishing the furniture, the floors, the woodwork, the walls?

Would you like to know what colors are best for your particular house in your particular neighborhood; for a particul room in your particular house?

how much that material will cost?

Do you know of all the beautiful color combinations you ma

Whatever your questions may be take them to headquarters Telephone, or go, to the Acme Quality paint store. Ask the Acme Quality dealer. He knows. In thousands of towns and cities, home lovers have learned that the Acme Quality agent's information and experience as nonliable. He can suggest dozens of attractive color combinations. He has color cards displaying Acme Quality penducts for very purpose.

Rely on him. He is full of good ideas and practical suggestions. Let him help you.

The Acme Quality paints, enamels, stains and varnishes that he sells have been recognized for forty years as the standard of the industry. If you do not know the name of our dealer in your

If you love your home, if you value it for yourself and for your children, if you take pride in its appearance, if you regard it as an investment—then beautify and protect it with Acme Quality paints and varnishes.

> DEALERS Treasured of dealers all over the country new line arting Anna Quality products. They have proved the value of a full fine all under one famous label: a firsty-year-old regulation for quality, quick service, and the most questions and effective men.



beginning

the most powerful advertising campaign ever placed behind a line of paints and varnishes. Note particularly the left-hand page of the two-page, two-color spread in the Saturday Evening Post reproduced above. That whole page tells and talks about the Acme Quality dealer.

THE SATURDAY EVENING POST

Make home beautiful, Protect home beauty



Name "There is a majo to that limit word of it a most covid that? automate confects and this or event known beyond its failures of contra-

For effectiveness of protection and for last ng beauty, there is no substitute for the quality back of the Acme Quality name and in the Acme Quality can.

and in the Acme Quality can.

There is an Acme Quality product for every purpose and at Acme Quality dealer near you. If you do not know his name

Acme Quality dealer near you. If you do not know his name, write us. See coupon.

Acme Quality House Paint—A complete selection of beautiful shades. Figured by years of service and yards of surface covered per gallon, thousands of home

eautiful shades

Figured by years of service and yards of sarriace covered per gallon, thousands of homeomers will tell you it is the most economical outsit that can be applied.

Acme Quality Varnisher—A varnash for every records. Our annuals whentife and

quality Our variath wire argest in the world. For samples, see coupon Arme. Quality. Varno-Lac.— Refinisher foors, furniture and woodwork by staining and variations in one quock, easy operation. Beautiful reproductions of expensive woods at

Beautiful reproductions of expensive woods at urprisingly low cost. For sample, see coupon. Acme. Quality. Enumels—In. white and pilors. Impart a genuine porcelain-like enamel

Ľ,

inish of lasting fustre which is easily kep bright and clean by wiping with a damp cloth For sample see coupon.

firsts which gives walls, ceilings and woodwork a wonderfully soft restful ton. Made in many delicate tints and inviting shades.

Acme Quality Meter Car Finishes—Impart a long tasts high gloss finish that restores that look of newness to your car number of the largest and best known motor car manufactur use automobile finishes made by Acme. For sample, see coup-

ACME WHITE LEAD AND COLOR WORKS

Detroit, Michigan, U. S. A.

Bann, Balds, Comment recommender of the Color o

Value of this coupon 15¢ to \$1∞

Acme White Lead and Color Works, Dept. 200. Devine, Mach.

I metice depth i name and reason. The for each Bit. LLX seaper
sea Ansheed. Only one seaper of the hy product together of the
special point. Please parter distant human and your states; of the
Dealer's audient.

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Dealer's audient.

Your name
Your address
Acme Quality Varnishes

(1) Address Acme Quality Varnishes

Acme Quality Varno-Lac

[Seek Ing pairs] | hight that () there we cannot () there exists
Acme Quality Motor Car Finish () must

Varnishes — for every surface

The size, the power, and the effectiveness of this advertising drive to increase sales and profits for dealers has never been equaled in the paint industry. Six two-page, two-color spreads will be used in the Saturday Evening Post. Color pages will appear regularly in the Literary Digest, House and Garden, Country Gentleman, Farm Journal, Sunset, and Holland's. Large space will be used in Good Housekeeping, American Magazine, and other leading publications.

All told, more than twelve million families will see Acme Quality advertising regularly this Fall and next Spring.

Coupled with the unusual local co-operation which we give, this policy has made Acme Quality the most desirable, and the most profitable, paint line in the country.

Get the whole story of this great opportunity. Write or wire.

Acme White Lead and Color Works Detroit, Mich.

Boston Buffalo Chicago Minneapolis St. Louis Kansas City Pittsburgh Cincinnati Toledo Nashville Birmingham Topeka Fort Worth Dallas Salt Lake City Portland San Francisco Los Angeles

An easy alphabet for your showcards

(CONTINUED FROM PAGE 47) either of the outer edges of the letter. The next move is to finish the bottoms of the two uprights, with just a touch of the brush as described in the two previous lessons, and illustrated in Lesson I.

Now, note the construction of the B. The perpendicular stroke starts near the top of the guide line, and comes down to within an eighth of an inch of the bottom guide line. The top curve starts at the upper left of the perpendicular stroke forming a clean angle, coming down less than half-way and into the upright stroke. The next curve overlaps the first and rounds off, forming the bottom angle at the meeting with the upright stroke.

Before going on with the curves shown, practice a few straight strokes, so that you may acquire the rapid movement which is necessary. cramp your fingers, but hold the brush lightly, letting it glide along, rather than being drawn laboriously in an effort at perfection. You should fill several sheets with the curves shown before leaving off practicing for the day. You will find them difficult, but do not get discour-Follow the manner of execution of each curve as outlined, until you have memorized every curve and its direction.

It will be seen that there are but very few curves to master, so that the same amount of practice as you put on the straight strokes will make you as pro-

ficient with the curves. The five curves shown comprise all the curves in the entire Gothic alphabet. The student will find it easier at first to swing out with the brush, regardless of guide lines, the main object being to get the swing of the curves in an easy and free-going fashion. Watch your brush: if it properly loaded it will cut a clean swath, just its own width, all along the curve. There will be no blob of paint at the start or finish. A short curve will become just as simple as a long one after a little practice. To break the monotony, try a few straight strokes in between: it will help your hand. Making two or three sheets of curves perhaps will not appear to you as if you were accomplishing a great deal, but you will soon be making complete letters and then clean cut professional looking showcards. Avoid curlicues and fancy curves.

Practice each letter

We now come to the complete Gothic Alphabet and set of Numerals. After ruling your guide lines for the upper case. go through the entire twenty-six upper case letters, loading your brush carefully and smoothing it out on the paper palette before attempting to make a stroke. After going from A to Z, pick out your weakest letters and resolve to master them with continued practice. We will suppose that you are weak on C, D, G, M, O, Q, S, W and X. Practice making each one of them forty times. If you have not improved after making the

Dealers Who Handle Royal Cleaners Will Tell You That

"Every Royal Sells Another"

The Royal Cleaner is a continuous profit-payer for many hundreds of progressive hardware merchants.

Royal is advertised in Saturday Evening Post, Ladies' Home Journal and Good Housekeeping.

Royal has been approved by the highest authority on household appliances continuously for 12 years.

From any standpoint, we do not believe you can find a better cleaner to merchandise than





"Servicing" is practically nil, which means that the dealer keeps the profits he makes on the Royal Cleaner.

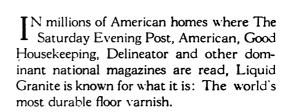
And because the Royal cleans so thoroughly, because it is so easy to manipulate, women are enthusiastic about it and help you get prospects for more sales. That is why we say

"Every Royal Sells Another"

Write for 1924 Sales Plan

The P. A. Geier Company 560 East 105th Street Cleveland, Ohio

Manufactured in Canada by Continental Electric Co., Ltd. Toronto, Canada



Liquid Granite is nationally recognized as well as advertised. It recommends a new dealer to old-time users of Berry Brothers' fine finishes, and it holds old customers and recruits new ones for the established dealer in Berry products.



Get your share of value from Berry Brothers' national advertising. Dress your windows with Berry products. Display Liquid Granite hangers and cut-outs from September 12th to 20th. Send for displays if you need them.





"It Must Outlast All Other Floor Varnishes"

Where men make an art of a trade where the highest degree of excellence is the only standard tolerated where it is an honor and a distinction to cook a kettle of varnish.... that is where Liquid Granite is made.

Into the melting kettles, watched over by men whose lathers before them were master varnish makers, go the finest gums and oils. Later the varnish is filtered through paper, stored in great tanks and aged. Only after it has "ripened" and been finallytested is it sent forth to give lasting beautyto your floors.

Indelible in the mind of every Berry workman is this tradi-tional requirement: "It must outlast all other floor varnishes." In other words, Liquid Granite must come up to test or it isn't Liquid Granite.

It is difficult to conceive a higher standard of manufacture. It is impossible to buy a more durable floor varnish.



WATERPROOF - IT MORE THAN WEARS LIKE CRANITE

This forceful, sales-producing full-page "ad" appears in The Saturday Evening Post releasing September 13th, in Good Housekeeping for October, releasing September 20th, and other magazines. Make it work for you.

twentieth specimen of each letter, find out why.

How is your paint? Did you stir it thoroughly before starting to use it? Any of the prepared Showcard Colors ready mixed, but sometimes have thicken tendency to up through evaporation of water in the mixture. this, for you cannot get good results with muddy paint. If it is very thick, perhaps a teaspoonful of water or even less will fix it. After that, dipping your brush in the jar of water now and again will suffice.

Take care of your brush

The next thing to look to is your brush. Do you smooth it out every time so that when you pick it up, it has an even edge, that cannot fail to make a clean, smooth stroke? On fairly absorbent paper like the manila you are practicing on, the results will be better if the paint is on the thin side, rather than being as thick as you would require for cardboard. Thin it by dipping your brush in the water and then smoothing it out on the palette.

If the brush and the paint are in perfect working order and the results are not what they should be, look to vourself for the trouble. Either you have not practiced long enough, or else you have not followed the lessons closely enough.

Go over the elementary instructions in Lessons I and II; check up yourself; study the illustrations, which show how the brush is loaded, the strokes - ade, etc. After that it is a case of more practice on your There are some letters which you can make well without difficulty, which proves that you are familiar with the method of practice. Take all the letters, the separate strokes or curves which make them up. and make up your mind to master them through practice.

The second part of this lesson is for the student who is forging ahead and keeping well abreast of the lesson. It shows specimens of showcards that have been made with the alphabet and numerals in Part I of this lesson. As in Lesson II. the large card was executed on a half sheet 14 by 22 inches. The next size was made on a quarter sheet, 11 by 14 inches. The others represent eighths. sixteenths and thirty-seconds. After making several good examples on practice paper, try copying them on cardboard.

After the upper case letters have been mastered, proceed with the lower case alphabet, noting carefully that extra guide lines are required for the tails and tops of the letters, b, d, f, g, h, j, etc. In actual lettering these extra guide lines will not be necessary as the student will. by then, be sufficiently familiar with the construction of each The numerals will be found quite simple, and, although not adapted to every kind of showcard, they go well with this particular alphabet.

The fourth lesson of this series, which will appear in the next issue of Good HARDWARE. will give readers complete instructions in Pen Lettering. Digitized by GOOSIC



PLAY SAFE

Insist on door hangers with a good reputation and save yourself the complaints that invariably follow the installation of "just as good" equipment.

A product with a good reputation may cost a trifle more to buy. The material in it and the way it is made are responsible for that.

But every shrewd buyer knows that what counts more than anything else in door hangers is how long they last in service—not how little their first cost.

"RELIABLE" ROUND TRACK

door hangers are unequaled in design, manufacture. economy of installation—and in service.

Our own "Certified Malleable Castings" enter into their construction.

ALLITH - PROUTY Company

DANVILLE

Manufacturers of

ILLINOIS
Fire Door Hardware

Door Hangers Garage Door Hardware Overhead Carriers Relling Ladders

Spring Hinges

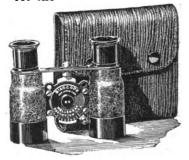
Representative Jobbers Distribute A-P Hardware throughout the United States.



4445 H 455H 455

Would a \$10 Value for \$5 Hit You?

Sure! It would also interest and SELL many who come to you for fishing tackle, hunting supplies and auto accessories, each one of whom is a prospect for the



"BIASCOPE"

American made binocular that sells for \$5 and excels in quality imported field glasses that sell for \$10 or more.

Special Offer

wollensak v	Optical C	U
5-7 Clinton	Ave., Rocheste	er, N. Y.
Send a trial	order of	
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doz. Biasco	pes at de	ealer s
discount.	Include	sales
helps.		

Your Name.	•	•	٠	٠	•	•	•	•	٠	٠	•	٠	٠	•	•	٠	•	٠	٠	٠	•	•	•
City																		•	•			•	
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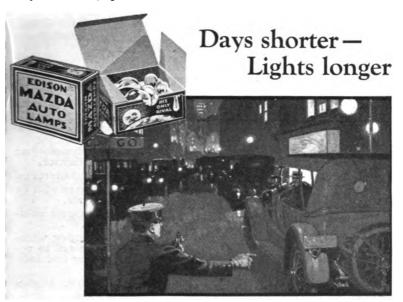
Small town merchant runs a buy-at-home campaign

(CONTINUED FROM PAGE 27) given away. A box of candy was given as a lucky number prize during each half-hour period. There were cigars for the men and varied favors for the women.

A big feature was a prizedrawing completed a week after the entertainment ended, when forty-five useful articles were awarded to those holding lucky tickets. The prizes ranged from a Victrola as the grand prize to a package of face powder. At the hour of drawing, more than five hundred persons crowded the store and the sidewalk.

The negro population was not forgotten. More than \$200 worth of prizes were given to the colored people during the week, and twenty-five gallons of ice cream were delivered to negro churches with the store's best wishes. The entire week's entertainment, including outside help to act as hosts, the young lady who planned and directed the entertainment, cost of folders and invitations amounted to \$355, or less than 20 cents for every person in the community of 1.800 inhabitants.

And Gilliland expects to hold this increased patronage and his personal acquaintance with the people of his town and surrounding territory by repeating each year what he calls "the most successful advertising stunt we have ever tried," changing the program and general plan to keep it original.



Now that sundown is sooner, motorists must be sure that their lighting is in good order.

The safest insurance against a fine, or against accident, is an Edison MAZDA Auto Lamp Kit.

That's from the motorist's point of view.

BUT what interests you more, as a dealer, is the fact that the Kit multiplies your lamp profits by six—and provides the easiest and quickest way to reach your RD contract basis—which entitles you to 10% extra discount.

The sale of a single lamp amounts to 20c. or 30c.—while the Kit averages \$1.40.

And every customer who asks

for a lamp is a sure prospect for the six-lamp Kit, because he knows that the Kit will save him trouble and money.

Edison MAZDA Auto Lamps are nationally advertised to make sales easier for you. Now that motorists are buying lamps for the short days, better ask your jobber how you can make that consumer advertising work for you.

Edison Lamp Works of General Electric Co., Harrison, N.J.



Full page ads appearing every fourth week in The Saturday Evening Post and The Country Gentleman are telling the story of the Heatrola to millions.



Heatrola Points

Heats the whole house—just like a basement furnace.

Uses no more fuel than stoves. Ideal for small homes with or without basements.

Looks like a handsome cabinet phonograph,

Finished in everlasting vitreous enamel—grained to resemble mahogany and easy to keep clean.

Burns any kind of coal, also wood,

Supplies moist warm air—the healthful way of heating.

Turn All Sales Into Cash Sales

We offer Estate dealers a new plan for financing deferred payments—a plan which enables them to cash in at once on all sales and reinvest the capital involved, thus increasing the turnover of their money—and profits.

Estate HEATROLA

Digitized by Google

Hundreds of Customers Are Looking for You!

Thousands of families will be looking for "the nearest Heatrola dealer" soon!

Many of them are in open territories where we have not yet placed franchises.

They have read the virtues of this amazing heater in heir favorite magazines and have heard about it from heir friends.

16,000,000 readers see the ads each month, in The Saturday Evening Post and Country Gentleman.

They're sold right now. But they're looking for YOU!

In 3 years, heating habits have turned a somersault.

Small houses, with or without basements, are heated as well as though they had basement furnaces.

Farmhouses have these decorative Heatrolas in the parlor, warming all the rooms.

A new field—a new opportunity—opened up for you!

People right in your town are asking "Who handles the Heatrola here?"

And they will be ready to buy this fall.

A few exclusive franchises are still available in good territories. Write or wire today. Don't, wait. Get our interesting proposition NOW and cash in on it in your own town.

THE ESTATE STOVE COMPANY, Hamilton, Ohio





RELIABLE INCUBATOR & BROODER CO

Mars Daniel Land

itnut St., QUINCY, ILL, U.S. A

Big money in painted flowers

(CONTINUED FROM PAGE 49)

Most everybody enjoys dabbling in paints. The hardware dealer can make considerable money by preparing a quantity of these flowers and selling them to the public. He might also offer instruction in making the decorations and in the use of the colors, selling the paint materials required. School teachers and school children would be attracted at once to this diversion. as it has a distinct educational value. Women with an artistic temperament would no doubt enjoy painting leaves and could be made interested with but little time and display.

They endorse our stand

I have read and reread the article on page 7 of July Good Hardware. It was a fine article. It is well illustrated also and this adds to the article. There are many articles in the hardware line that could be eliminated and every one be just as well off and save lots of money and care in stock keeping.

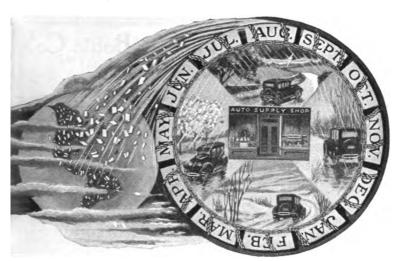
Such articles as yours go a long way towards conservation of both time and material.

I liked it very much.

JNO. C. HUBBARD, Weimar, Texas

Why not cut down the number of sizes of wood screws, also standardize the countersink in hinges, etc.?

> JOHN SCHAFFER, Brooklyn, N. Y.



Weed Chain Advertising Keeps At It All the Time!

THERE is no let-up in Weed Chain Advertising. We never plan a seasonal campaign of a few pages to persuade dealers to stock up. We are not merchandising our advertising. We merchandise Weed Chains. We use advertising to sell the consumer, and we keep at it all the time.

WHY? Because it pays us to sell the consumer month in and month out, and it pays those dealers who take advantage of our advertising. Some of them do their biggest business in Weed Chains in the summer and fall. How? They go after it when the other fellow is regulating his activities by the calendar.

Let us keep you supplied with Weed Chain advertising material, and always have it where it will catch the eye of the car-owner. Remind him that even in a dry spell he can never know when he may need Weed Chains.

> "Ask 'Em to Buy" Weed Chains, "Use 'Em Yourself to Sell 'Em" and "Keep At It All the Time"!

AMERICAN CHAIN COMPANY, INC., Bridgeport, Conn.

In Canada:

DOMINION CHAIN COMPANY, LIMITED, Niagara Falls, Ontario District Sales Offices:

Boston New York Pittsburgh Chicago Philadelphia San Francisco The WORLD'S LARGEST MANUFACTURERS of CHAINS for all PURPOSES



The American Thermos Bottle Co.

makes the following

Announcements

THE General Sales Office and Display Room of the Company has been removed from Norwich, Conn., and is now located permanently at

366 Madison Avenue, New York

To which address all correspondence should be addressed. (This address 366 Madison Avenue, is peculiarly convenient for both the visiting buyer and those whose headquarters are in New York. It is within easy reach of all Railroad Stations, leading Hotels, Wholesale and Retail districts, and the Theatres. Visiting buyers are invited to make this office their headquarters while in town.)

MR. J.W. NEIL has been appointed General Sales Manager of this Company, and is now functioning in that capacity.

(Probably many of our customers are already personally acquainted with Mr. Neil, and will be glad to welcome him as Sales Manager for THERMOS. He has been prominently identified as Sales Manager with several of the outstanding merchandising successes of recent years. Mr. Neil plans shortly to visit the merchants of Thermos Bottles throughout the country, to lay before them the next steps in the development of this Company's business program.)

THE AMERICAN THERMOS BOTTLE COMPANY

-the originator and leader of its particular industry is
not involved in an amalgamation with any other company

-on the contrary is launched on a program of expansion,
and the steps now being taken are only the beginning of
the new general policy that is to be pursued.

(The merchant is, therefore, advised to make his orders of the original THERMOS line of Bottles, Carafes and Lunch Kits adequate, confident that it will be to his advantage, to increase his volume of business and to get the benefit of the Company's new policies.)

THE present management of the AMERICAN THERMOS BOTTLE COMPANY wishes to take this opportunity to express its appreciation to its old friends and customers for their past support, and at the same time desires to assure the trade in general of its purpose to maintain its original high standard of quality in its product and to satisfy, insofar as it may be humanly possible, the requirements of the dealers and their customers.

American Thermos Bottle Company 366 Madison Avenue, New York

Factories: Norwich, Conn.-Huntington, W. Va.

Where Everything Depends on

WHITLOCK ROPE

FOR five hundred feet a telephone cable, weighing two tons, is being hauled through its conduit. Only a rope like Whitlock, built for the job, can be relied upon to stand this tremendous strain.

Whitlock enjoys the preference of workmen wherever loads are heaviest, because they know it is a rope guaranteed to contain 100% high grade, selected Manila Hemp only and is made with the accumulated skill of a century's experience.

The dealer who supplies such rope wins the friendship of men whose word is law on many jobs.



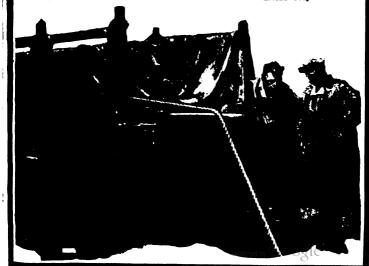
WHITLOCK CORDAGE COMPANY

46 South Street. New York

Factory and Warehouses

Jersey City, N. J.

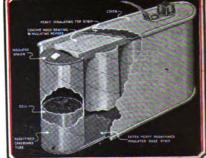
Branches:
Boston, Chicago, Houston
Kansas City



The Inside



The Red Seal Sparker cutaway to show the battery construction. Note the splendid manner of insulating and the unique wood bracing and insulating member used under the cover. Red Seal Sparkers never short-circuit.



DED SE

The Red Seal Line sells quickly-



Story:—

"TELL 'EM how good the Sparker really is," said the Sales Manager. "There's no two ways about it—the Sparker is one of the finest batteries I ever laid eyes on, and I believe our friends in the trade ought to know the inside story."

So the Advertising man hustled off to the Engineering Department and here is the inside story just as they told it to him.

In the first place, the container of the Sparker is made from a special grade of open-hearth steel, stiffly rigid when formed and a giant of rugged strength against external pressure. The character of the container, plus our unique method of bracing, makes this battery able to resist the roughest kind of handling and excessive moisture conditions. No ordinary battery can measure up to these standards and selling satisfaction is what always builds better business.

The cells are completely insulated, for each is surrounded entirely by a heavy, paraffined, paper-board tube, thus giving an insulated container within the

metal container.

Another important unit in Red Seal Sparker construction is that concave piece of soft wood which fits under the top of the can. It presses tightly against the tops of all the cells, holding them rigid, and also acts as a cantilever bracing unit for the container can. Not only does it

absolutely prevent the dry cells from shifting in any kind of use, but it also maintains a constant protection, at all times, for the connectors between cells. And Red Seal Sparker is the ONLY battery using this important bracing and protective member.

Still another important feature of the Sparker is the character and method of fastening the external binding posts. These are so designed that UN-DER NO CIRCUMSTANCES can they short-circuit, loosen Each binding post is or turn. protected by fibre washers, riveted in place, that insulate it from the metal cover. In addition, the lower part of the binding post has a square shank that fits into a square hole in the lower washer, which prevents twisting when the outside thumb-nut is turned.

Wouldn't you like to sell a battery with all of these exclusive talking points? Then why put it off any longer? Get in touch with your Red Seal Jobber and have him send you a supply immediately. Remember, you'll need a large quantity—for business is going to be

good this fall.



New York St. Louis Chicago San Francisco

SPARKER

easily-with but a small investment

A winner for the Holidays -this child's play set



Here's a leader for your enameled ware department between now and Christmas. This 21-piece miniature dinner set (one-half pint coffee pot, creamer and sugar bowl in proportion, 6 one-third pint cups, 6 four-inch saucers, 6 six-inch plates) appeals to the parent and is a welcome gift to every little girl. It can be used in "playing house" and as a practical eating set. Triple-coated enamel ware of well-known, high Sanitrox quality. Advertised in Good Housekeeping. We supply attractive sales helps. Big profit; active demand. Write for prices today.

Columbian Enameling & Stamping Co. Terre Haute, Ind.

New York Office: 407-409 Broadway

Santtiox

-the beautiful Ware
and durable Ware
Glistening Metal-Glass on a Heart of Steel

The Line of Big Profits—Let us prove it!



This Display - answers questions and SELLS Casters

SOMETHING more than the usual counter display—and brand NEW.

Shows your customers, in full color, the differences in types of casters—makes clear there's a Bassick Caster for every purpose—emphasizes that the use of the right caster insures floor protection. The casters shown in the display comprise the new Bassick assortment packed in the blue and yellow package.

Get your display now. Write us for the sales plan of which this display is a part.



For thirty years the leading makers of high grade casters for the home, office, hospital, warehouse and factory.

Make more sales and more profit

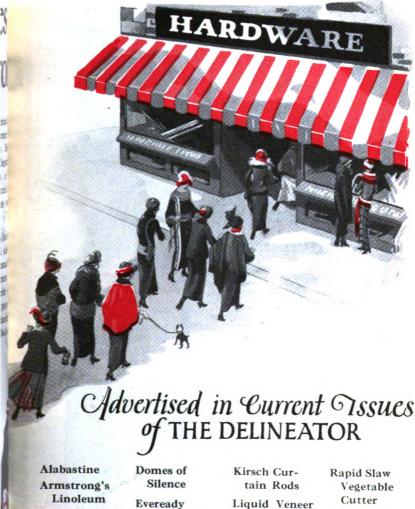
Increase business without increasing overhead by selling well-known, reputable merchandise, such as products advertised in The Delineator. Bring in the folks who might pass by, make new customers, hold the old ones. You make more net profit because you get a quick turnover and make your profits often.

Millions of prosperous families look upon *The Delineator* as the outstanding authority on household affairs. It devotes more space to home economics than

any other great national publication. This department is edited by Martha Van Rensselaer, Director of the Department of Home Economics of Cornell University, and elected as one of the twelve greatest women in America today.

Retail merchants look on it as their most helpful silent salesman. It has an unusual influence with millions of women. It publishes no mail order advertising. They know it pays to stock and push the merchandise that is advertised in *The Delineator*.





Bissell's Carpet Sweepers

Blabon Art Linoleums

Community Plate

Congoleum Rugs

Dennison's **Products** Eveready Flashlights & Batteries

Fixall Finish

Heisey's Glassware

Hooven Electric Cleaner

Ingersoll Watches

Mop Polish Lorain Oven

Heat Regulator

Mirro Aluminum

O'Cedar Polish

Pyrex Oven-Digitware 00910 Roger Bros. Silver Plate

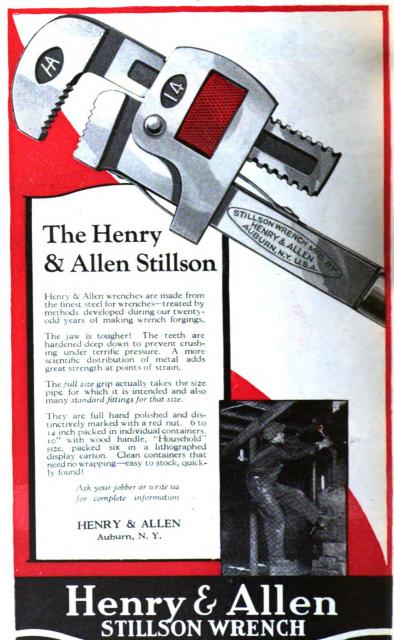
Sani-Flush

Scottissue **Towels**

3-in-One Oil

Valspar

Wear-Ever Aluminum





You Sell
"Proven Dependability"
When You Sell
Columbian
Twine

Columbian Twines are universal favorites. Their uniformity and dependability, coupled with extreme strength and full yardage, make for genuine economy. Their smoothness is a delight to the hands and facilitates quick work. They are particularly noteworthy for their resistance to "cutting in" at the knot, which is the acid test for any twine.

Jobbers and Dealers: You may assure your customers that Columbian Twines will keep their packages intact during the rough handling they are bound to get during transit, for when you sell them "Columbian" you sell them proven dependability and service. Supply your trade with these fast-selling Twines that bring a steady repeat business without effort on your part.

Write us today for quotations on any sizes or kinds from fine twines to heavy tube rope.

Columbian Rope Company

322-80 Genesee Street

Auburn, "The Cordage City" N. Y.

Branches: New York Chicago Boston Houston

Big profits in Radio

Handle the Crosley Line



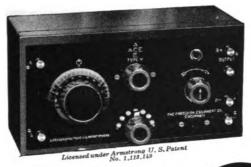
CROSLEY MANUFACTURING COMPANY.

948 Alfred St., Cincinnati, Ohio

Gentlemen: Please send complete details of the Crosley Line, together with your catalog showing all the Crosley Receivers and Parts.

SEND THIS COUPON

Name	 •	• • • • • • • • • • • • • • • • • • • •	· · · · · · · · · · · · · · · · · · ·
Address	 	• • • • • • • • • • • • • • • • • • • •	





Mr. Hardware Dealer!

The Radio Industry has grown to enormous proportions. \$100,000,000 worth of equipment was sold during the last year. Are you getting your share of this business? A Radio Department in Your Store will not only make bigger sales and new profits for you—it will bring the people into your store and sell other merchandise.

The Precision Equipment Company's line ranges from the Ace Type V (shown above) to the finest three tube sets whose prices are proportionately low.

Be the first hardware dealer in your neighborhood to in-

stall a Radio Department.
Don't put it off-- decide
right now to add a Radio
Department—increase your
sales thousands of dollars—
the good season in Radio is
just ahead—act now! Mail
the coupon! Write on your
letterhead!

THE PRECISION EQUIPMENT COMPANY

946 Vandalia Ave.

Cincinnati, Ohio

The Precision Equipment Company, 946 Vandalia Ave., Cincinnati, Ohio

Gentlemen: Tell me how to go about installing a Radio Department in my store. Send me complete information FREE.

DULUTH STORE EQUIPMENT

We Always Say "No"

About four or five times a week somebody writes in to ask if we will lend, or sell, plans for building display cases.

Universally, and in all cases, we write back to say "No"—for we know that, even with our plans, no carpenter can build display cases and fixtures the way you want them—at least that's what the fellows who have tried it tell us. You can see for yourself why this is true. In the first place, the carpenter or woodworker tackles a job like this once in a lifetime. That is because, if he quotes a fair price and does a good job, he loses money; and if he succeeds in making money, he's had to skimp the job—and gets no repeat orders.

But, even if the job is done right, it usually turns out that in a little while joints don't join, sliding doors don't slide, sills and frames are not properly balanced and weighted, and won't carry their loads. These are all things you can't see but they sure are felt.

On the other hand, Duluth display equipment is built by specialists—men who know their jobs. Duluth cases come in standard units. They fit into your store just right. They will hold the loads without strain.

The reason Duluth equipment is so everlastingly good is that practice makes perfect—and it takes a lot of practice to make perfect display fixtures. Duluth does it, has been doing it, for sixteen years and is getting better every day.

With Duluth equipment you always have the satisfaction of having things as you want them and keeping them that way. Inventory time is easy for you when you're Duluth-equipped. Write Dept. 17 today for 1923 catalog and let us help you make more money, with less capital tied up in stock and less time taken for each sale. Write today.

DULUTH SHOW CASE CO. Duluth, Minn.

Duluth-Displayed Goods Are Two-thirds Sold

How It Works Out For You



thing to correct it except by replace-ment. The chances was bought as "brass." How many people formerly asked for "Solid Brass?" The number who do so now is increasing and the increase is due to informative advertising.

YOUR NAME should go to as many prospects as possible in your neighborhood as a dealer in Solid

Brass goods. Our latest leaflet, "Rust-Proofing Home SweetHome"isone Inree of the most attractive we have issued. It is supplied free, in any quantity, to the hardware dealer, with his name imprinted.

USI



the first step towards a larger business for you in high class hardware. An easy way for you to help it along is provided.

TO YOUR STORE will come the Solid Brass business resulting from the Association's advertising in proportion to the number of people you cir-

cularize with Solid Brass literature bearing your compliments and name. This tie-up costs you nothing beyond distribution in your mail or a place on your counter. See the coupon.



Four

Let Us Help You Sell Solid Brass

COPPER & BRASS RESEARCH ASSOCIATION

25 Broadway N						
		G , H .				
Please send me: Proofing Home	RASS RESEARCH ASSOCIATION G.H.					
Name			 · · · · · · · · · · · · · · · · · · ·			
Street No			 			
City & State						



Push Doll Cabs=

One of the most popular juvenile vehicles is the Doll Cab. All little girls have their dollies, and every little dolly must have her cab.

Gendron Doll Cabs are quality through and through. There is nothing cheap or shoddy about them. Some of the models are complete with foot wells, adjustable backs, turntables, foot brakes and other refinements that will delight the heart of any little girl.

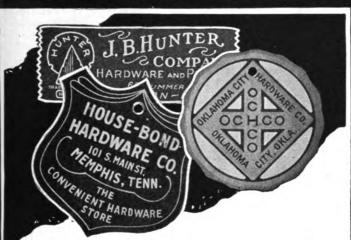
Gendron jobbers are in position to make immediate deliveries on Doll Cabs.

Stock up—push Doll Cabs—they sell rapidly and yield a nice margin of profit. Write for our new 1923 catalog of Doll Cabs (ask for catalog No. 121) and get name of your nearest jobber.

THE GENDRON WHEEL CO.
724 Superior St.
Toledo, Ohio



Demisons



On Your Mark!

REMEMBER that proper devices are all important to the Hardware Merchant who wants a systematic method of pricing merchandise.

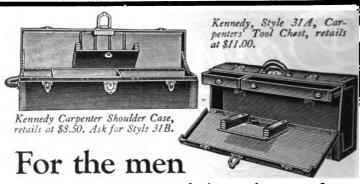
The proper Dennison tag, price ticket or gummed label will carry your name right into the home. It guarantees your fine merchandise and advertises you!

Study the actual samples. See what Dennison is doing for leading Hardware Merchants. They will gladly be sent without obligation. Fill out the coupon today.

DENNISON MFG. CO., The Tag Makers Dept. 9-GH, Framingham, Mass.

Please send me sample of Marking Tags for Hardware Stores.

Address



in your neighborhood

Here are sight drafts for \$8.50 or \$11.00 on all of the men in your neighborhood who carry carpenter's tools. It is not at all unusual for dealers to be sold short of Kennedy Carpenters' Tool Chests and Shoulder Cases without any selling effort on their part. A Kennedy display in your window brings the men in your neighborhood into your store. Let them examine them; point out the fine features; show them why they are the cheapest, because most durable, practical and convenient. Made of strong steel, yet light in weight. Lined with three-ply wood veneer to protect sharp tools. Corners and ends reinforced with strong steel bands. Finished in leather-brown baked enamel, and fitted with first class lock and side catches.

Write your jobber today for samples at a generous discount

Style 612, Kennedy Tackle Box, retails at \$3.75.



There is a Kennedy Kit for every need. All of them beautifully finished, durable and weather-proof. They are made of steel, but look like leather. The ideal carrying kit is a Kennedy, because compact, yet spacious; light, yet strong; reasonably priced, yet the most satisfactory sort of carrying receptacle.



Made by

Kennedy Manufacturing Co., Van Wert, Ohio



THE SALES APPEAL

Our national advertising has consistently played on the tea-making qualities of Hall's China Teapots. We trust chiefly to beauty of art-work and illustration to convey an impression of the beauty of the teapots themselves.

So in your display you can trust to the pots to carry their own beauty appeal. Our message has been heeded by the American Woman. We would suggest that you can afford to stress the sales appeal of "Better Tea in a Hall Pot."

HALL CHINA COMPANY

Largest Manufacturers of Fireproof Cooking China in the World.

505 WALNUT STREET, EAST LIVERPOOL, OHIO.



GRIP RACK cannot rattle, rust, loosen or broak. Slots provided so luggage can be strapped in place. Baked enamel finish. Motorists, both home-town and tourist, buy the Milwaukee GRIP RACK from the first dealer who takes a moment to show its features.

Instead of dealing out a strap-iron affair at a dollar-eighty-nine, show your next luggage carrier customer the GRIP RACK—show its disappearing feature, its good looks and sturdiness—and ring up a real sale!

The GRIP RACK is a permanent addition to the car— "there when you want it; disappears when you don't."

Retails at \$5, \$6 and \$7—in three lengths to fit all cars. Order from your Jobber today. Be sure you get the genuine. There's only one GRIP RACK—the Milwaukee.

Milwaukee Motor Products, Inc.

MILWAUKEE, WISCONSIN

(Manufacturers of Fine Automotive Products for over 18 years)





Billy Jr. and the Old Man

They'll be on the job all over the country in 1924. Bill, Sr., has been buying Heddon Tackle for over 20 years and he's teaching Billy, Jr., what really good tackle is. Together, they'll buy a lot of it next year.

Be ready for them—make your plans now Heddon is going to tell them better than ever before about the real value in Heddon rods, reels and baits, and the satisfaction in a complete Heddon Outfit. We're going to take our story right into your territory work on your prospects. The Six First Choice Baits (See the Heddon Chart) are also going to get a lot of effort put behind them.

Most dealers were disappointed this year because they couldn't get their orders filled—the demand was so heavy even with greatly increased production. While everything possible will be done to fill orders next year, don't wait and take a chance on losing orders and customers by not having a full stock. Be ready to give Billy, Jr., and Bill, Sr., just what they are going to ask for—Heddon Tackle. Go over your stock now and get that order ready If you've mislaid your catalog, send for another.

JAMES HEDDON'S SONS, Dowagiac, Mich. Wm. Croft & Sons, Ltd., Toronto, Exclusive Canadian Representatives

Heddon Fishing Tackle







HEMCO \$1000 National Slogan Contest

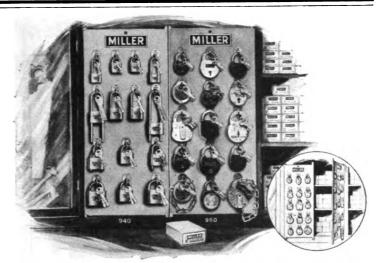
When you sit down at desk-and sharpen your pencil and your wits, to figure out a plan for bigger fall sales-you- realize the need of not only increasing sales to old customers, but of bringing in new customers.

That is exactly what our Big \$1000 National HEMCO Slogan Contest will do for you.

This contest will give you two big advantages. First: it will stimulate your sales of Hemco and other products. Second: it will give your store much valuable word-of-mouth advertising and bring in new customers.

Full instructions are given in our standard package

of display material. Mai the attached coupon TO DAY.		
GEORGE RICHARDS & CO., 557 W. Monroe St., Chicago, Illinois.		
I want more sales and more profits. Please send me, without charge, your Standard Package of Display Material and your plan for starting more people talking more about my store.		
Name		
Address		
City S'ate GOOGIE		
Say you saw it in GOOD HARDWARE		



The Quickest Selling Goods Are Those Kept in Plain Sight

Miller Padlock Panels can be conveniently mounted on shelving partitions. An excellent way is to have two panels ranged a s above. The space behind can be used forextra stock.

Everything else being equal, an article that can be seen and examined will sell much more readily than when kept in drawers and boxes.

That's so evident it needs no argument. Of course, you can't keep your full stock spread out for inspection. But there are items in wide general demand that can be so displayed without sacrificing much space. Padlocks are one of them.

The experience of hundreds of hardware merchants has shown them and us that Miller Panel assortments will double, triple or quadruple padlock sales.

That's because most people are in need of padlocks and only require the sight of the sturdy Miller padlocks to remind them of the need.

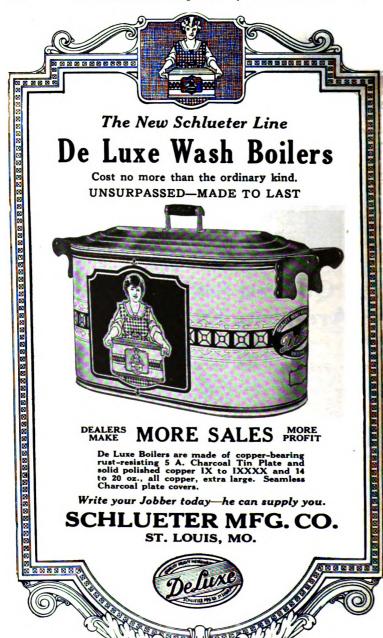
Try it and see. Send to your jobber for panel assortment No. 950. It's a good one to start with. When you get it put it up. You'll soon get an idea of the extent of the padlock market.

If you want more facts about Miller Panel assortments, just drop us a line. We'll advise you promptly.

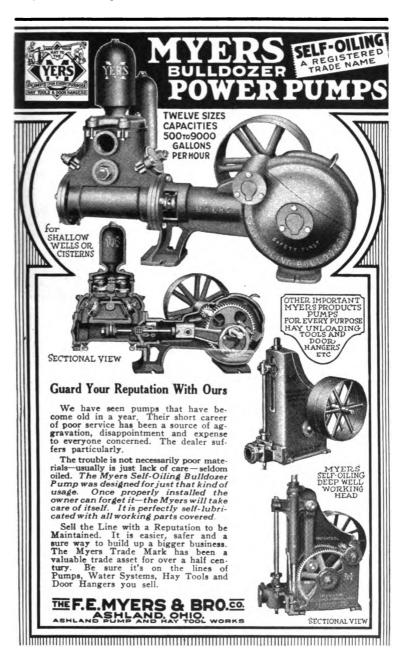
MILLER LOCK COMPANY

PHILADELPHIA, U. S. A.

Padlocks, Night Latches, Cabinet Locks



COOD HADDWADE



"A Wonderful Invention!"



Two Services From One Machine

In the letter reproduced above, one of America's representative retailers tells of the fine "double-action" service rendered by his Sundstrand Combination Cash Register. He tells how it gives BOTH adding machine and cash register service—at ONE low cost.

What the Sundstrand is doing for this merchant, it is also doing for thousands of retailers everywhere. It—

1—Gives positive protection to your cash.

2—Makes a non-erasable record.

3—Can't forget and won't let the clerk.

4—Cash total can be read at any time.

5—Records additions and multiplications on right hand tape.
 6—Records cash register transactions on left hand tape.

7—Cash Register tape rewinds in machine.

machine.

8—Simple, speedy—records sales
from 1c up—capacity

from 1c up—capacity, \$99,999.99.

Sundstrands are preferred by many of the largest and keenest buyers. You are sure to profit from a free demonstration. Write for details and low price.

Address Dept. H.

SUNDSTRAND ADDING MACHINE CO., Rockford, Illinois, U. S. A.

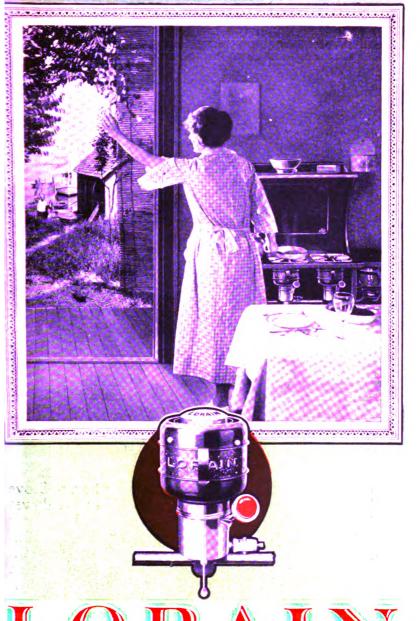
ADDING

MACHINE

CASH

REGISTER





LORAIN

OIL BURNER

100,000,000 ADVERTISEMENTS

DURING 1924, one hundred million advertisements on the Lorain High Speed Oil Burner will appear in sixty-five separate publications. In the following partial list you will surely find publications that are "order-getters" in your locality. Into every city, town, village, hamlet and farm home, these millions of messages will pour during the Oil Stove buying season.

The success of last year's campaign was beyond our highest estimates and the coming campaign far exceeds last year's in magnitude and attractiveness.

Although the capacities of the five big factories, that manufacture Lorain-Equipped Oil Cook Stoves have been greatly increased, American Stove Company suggests that dealers get their orders into jobbers hands early.

IMPORTANT: A merican Stove Company believes the Lorain High Speed Oil Burner to excel all other makes and types in Efficiency, Durability, Simplicity, Ease and Speed of Operation. The Lorain Burner is a short-chimney burner that gives a blue flame of intense heat which strikes directly against the cooking utensil. Every oil cook stove equipped with Lorain High Speed Burners has one interchangeable Giant Chimney that can be placed on any burner to increase greatly its heating efficiency—an entirely new principle in oil cook stove construction.

Partial List of Publications That Will be Used in the Lorain High Speed Oil Burner Advertising Campaign During 1924

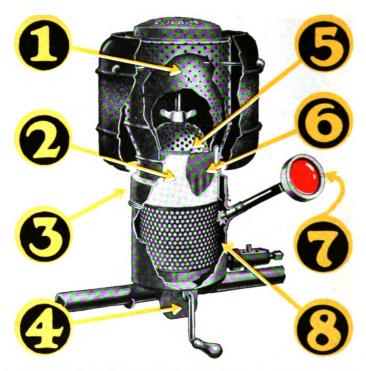
Name of Circulation Publication per Issue	Name of Publication	Circulation
Saturday Evening Post 2,177,810	· · · · · · · · · · · · ·	per Issue
	Hoard's Dairyman	86,134
Good Housekeeping 824,627	Ohio Farmer	
Woman's World	Michigan Farmer	
Needlecraft 1,036,459	Wisconsin Agriculturist	51,386
Gentlewoman 992,933	Dakota Farmer	
People's Popular Monthly 658,337	Farmer	122,057
Holland's Magazine 229,033	Western Farmer	90,736
Capper's Farmer 726,591	Iowa Homestead	154,641
Farmer's Wife 711,667	Utah Farmer	25,113
Successful Farming 858,815	Idaho Farmer	
Farm Life	Nebraska Farmer	
Farm Journal	Wallace's Farmer	78,067
New England Homestead 67,021	Kansas Farmer, Mail &	
American Agriculturist 121,423	Breeze	125,644
Rural New Yorker 215,234	Nebraska Farm Journal	107,591
National Stockman-Farmer 175,208	Western Farm Life	47,095
Pennsylvania Farmer 91,463	Missouri Ruralist	144,987
Southern Agriculturist 400,167	Oklahoma Farmer	134,689
Progressive Farmer 367,153	Farm & Ranch	135,488
Southern Ruralist 414,398	Oklahoma Farmer-	
Modern Farming 53,267	Stockman	142,061
	Southland Farmer	<i>7</i> 8,848
Prairie Farmer 161,749	California Cultivator	35,336
Wisconsin Farmer 84,676	Pacific Rural Press	32,422
Indiana Farmer's Guide . 130,596	Oregon Farmer	33,617
Orange Judd Farmer 99,781	Washington Farmer	52,407

AMERICAN STOVE COMPANY

ST. LOUIS, MO.

The following famous makes of Oil Cook Stoves are equipped with the Lorain High Speed Oil Burner:

DIRECT ACTION—National Stove Co. Div. - Lorain, Ohio NEW PROCESS—New Process Stove Co. Div. - Cleveland, Ohio QUICK MEAL—Quick Meal Stove Co. Div. - St. Louis, Mo. CLARK JEWEL—George M. Clark & Co. Div. - Chicago, Ill. DANGLER—Dangler Stove Co. Div. -



- INNER COMBUSTION TUBE: Made of heat-resisting "Vesuvius metal." GUARANTEE: Should the inner combustion tube of the Lorain High Speed Oil Burner burn out within 10 years from date of purchase, replacement will be made entirely free of charge.
- 2 LORAIN WICK: An exceptionally high-grade wick manufactured exclusively for the Lorain High Speed Oil Burner. Made of highest grade cotton, closely woven. Gives extra long life and steady flame.
- REMOVABLE HEAD: Made of material that does not easily transmit heat from combustion chamber to oil chamber. Its quick-detachable feature makes wick immediately accessible.
- 4 CHIMNEY RAISER: A simple device, easy and positive in its operation. Reduces to a minimum the labor of lighting and cleaning wicks.
- 5 PATENTED WICK STOP: Requires no adjustments. Always stops wick at correct lighting and burning height.
- INSIDE WICK-TUBE: All brass, corrugated to reduce friction, thereby aiding in prevention of sticking and binding of wick when being raised or lowered.
- THE RED WHEEL: American Stove Company's symbol of superiority, and mark of identification. Wheel is extra large, giving powerful leverage to raise or lower wheel.
- OUTSIDE WICK TUBE: All brass, heavily reinforced bottom. Note extra wide space between wick and outer tube at all points. This insures easy operation of wick, prevents sticking, and makes insertion and removal of wick an extremely simple task.



How do your sales compare with this 2100% increase?

THE H. K. Johnston Hard-ware Company, of Alton, Illinois, has good reason to believe in Dutch Boy white-lead. Quick turnover has jumped the sales of Dutch Boy in this store to the enviable record of a 2100% increase; and this in the short period of five years.

Johnston's sold only 4,825 lbs. of Dutch Boy white-lead in 1918. Last year the sales were over 107,000 lbs.—more than twenty-two times as much. At first such a record as this might seem unusual. Yet from all parts

of the country merchants are reporting big increases, every one of which is based on steady, healthy business growth from month to month.

To-day the successful merchant has little faith in slowmoving, dollar - shackling products. Experience has taught him that small investments which result in quick turnover invariably assure a safe business progress. Stock which keeps rapidly moving from his shelves to his customers ties up but little of his capital, requires a minimum of shelf room, and keeps the cash register constantly ringing for a bigger-profit year.

Like Johnston's, many merchants are letting Dutch Boy white-lead boost their sales. Test out the fast-selling power of Dutch Boy in your paint department. Let the Dutch Boy salesman show you how small orders can build up big sales. He will gladly work out a profit-proved plan that will meet your needs with but little invest-

Write today for Dealer Helps No. 31.

NATIONAL LEAD COMPANY

eve the surface and

New York, 111 Broadway; Boston, 131 State St.; Buffalo, 116 Oak St.; Chicago, 900 West 18th St.; Cincinnati, 559 Freeman Ava; Clereland, 820 West Superior Ave.; Pittsburgh, National Lead & Oil Co. of Pa. 316 Fourth Ava.; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.; St. Louis, 722 Chestnut St.; Ban Francisco, 485 California St.

White of Lead Dutch



contain so

many strong selling points that the youngest clerk can sell them with ease.

Ask your wholesaler

THE WOOSTER BRUSH CO.

Since 1851-One FamilyOne Idea-Better Brushes

WOOSTER

Makers of FOSS-SET, OHIO and SHASTA Brushes



Sell "Better Coffee" and You'll Sell More Percolators

All percolators are not alike—it takes a better percolator to make better coffee. The ROME PERCOLATOR is a better percolator.

To the experienced hardware buyer Rome percolators make an instant and lasting appeal.

Such a buyer knows what it means to him to carry merchandise which has been tested and approved by GOOD HOUSEKEEPING INSTITUTE; often, as much as two-thirds of his inventory has been so tested and approved; he knows that literally MILLIONS of housewives the country over, know the ROME trade-mark and have been guided by it in their utensil-purchases since 1892; he knows and lays proper importance upon full page advertising, consistently maintained in GOOD HOUSEKEEPING, and—

He BUYS as he expects to sell—on a basis of VALUE.

ROME MANUFACTURING CO. Main Office and Factories: Rome, N. Y.

BRANCHES:

New York, 342 Madison Ave. Chicago, 1431 Lytton Bldg. San Francisco, 610-614 Wells Fargo Bldg. Boston, 60 India St.







Look me over. I'm a business gettertell dealers all about ROME advertisin, show them the line, and get people into their stores Let's cooperate.





DISPLAY SIGN





Send his coupon

ROME MANUFACTURING CO. ROME. NEW YORK

Gentlemen:	Kindly	send	me,	free
the items check	ed below:			

☐ Broadside
☐ Circulars

□ Catalog
□ Sign

□ New Giant Ad each month

200 TE

HARMONY EVERYWHERE!



Own Your Own Hohner

HAPPY hours on the old front porch when the Man With The Hohner turns on those haunting heart-throb harmonies!

FRONT PORCH HARMONY

Be the man with the Hohner—the popular man—the man who makes music wherever he goes. The Hohner is the monarch of mouth organs—not a toy, but a real musical instrument. You can learn to play in an hour. Get the famous Hohner Free Instruction Book from your dealer; if he hasn't it, write to "M. Hohner, New York" for a copy. Hohner Harmonicas are sold everywhere, 50c up.



Own Your Own Hohner

Just listen to that barber shop chord! Soft, melodious, harmonious, appealing. The driver's helper on the long haul to Philadelphia—the elevated gateman at the end of the line—the youthful clerk in a stolen minute—the patient fireman—the weary policeman—the sweet little flapper—the sunbrowned collegian—all, every one, teasing a tune out of the Hohner.

Do you see them? Have you heard them? Has the demand for Hohner's made money for you? It has for others. Never before has the harmonica demand been so great. Never before have June sales reached such a high level. Get a Hohner display in the window and you, too, as well as the many thousands of other dealers, will profit by our vast publicity and advertising work that is bringing men and women, boys and girls of all classes and ages into music stores for Hohner Harmonicas.

Publicity and Advertising Work
Keep Things Humming

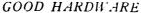
Ten million people weekly in New York, Philadelphia, Boston, Cleveland and Chicago pick up their favorite paper and see the happy suggestion of this lively series of harmonica advertisements. Some read them once and buy at once. Others buy after seeing the third admany more after seeing the fourthfinally at the end of the Summer when the newspaper campaign closes, a great percentage of these ten million will have bought. If they are to buy from you depends on what you have in the way of a Hohner display to catch the eye.

Even our consistent advertising campaign is only a part of the story. In many cities the Harmonica has been adopted as though it were a newly discovered amusement. Everywhere there are harmonica contests. Newspapers print interesting and instructive pictures and Solumnists, cartoonists, actors. speakers—all have something to say about the Hohner Harmonica. Even the "Subway Sun." poster newspaper of New York's Subway, helps demand by showing a bear playing a harmonica, the caption being "As a Hermonica Player. He's a Bear."

The air is humming with lively sales of Hohner Harmonices. It's a wise dealer that turns this harmonious tune into ready cash.

If your Hohner stocks are depleted—if vou want another or a new Hohner display—get in touch with your jobber or write direct and we will be pleased to give complete auotations.

M. HOHNER
116 E. 16th St. NEW YORK CITY





Show your customers the Savage line of high-power rifles-leveraction or bolt. Strong, cleanlimbed fellows deadly accurate and full of punch.

Or if a customer wants a .22, you can fit him to a T with a Savage or a Stevens. The Savage Sporterthe gilt-edge accuracy of the finest target rifle built into a sporting model.

If it's a slide-action fan show him the Savage model '14-solid breach. solid top, no exposed parts—strong and accurate.

Or show him the Stevens Visible Loading—the lowest priced repeating .22 on the market.

And when it comes to a single shot .22, Stevens is there to deliver the goods. A full line—at prices that are right.

Single guns, Doubles, Repeaters

You can supply your customers with any kind of shotgun from the Savage-Stevens line. Stevens makes single barrel and double barrel guns at prices that are remarkable.

Get in touch with your jobber or write us direct.

SAVAGE ARMS CORPORATION Dept. 572, Utica, N. Y.

Owners and operators of the J. Stevens Arms Company

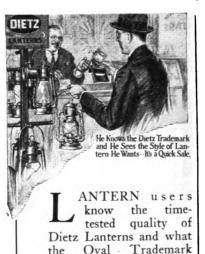
Look for the Savage Red Box. Remember—you can now get the fine, accurate Savage workmanship in the following well-known cartridges:

.303 Savage .22 hi-pewer Savage .250-3000 Savage

.32 Aute .380 Aute .35 Rem. .32 Win. Special

Model 330 Stevens, latest 1923 double-barrel, hammerless shotgun.

SAVAGE-STEVENS



Just as their Granddads did before them.

stands for-

Dietz reputation for quality has lived long enough to become a family-tree tradition—

Making it quicker and more profitable to sell lanterns that are Trademarked DIETZ.

To refuse this easier profit would be like "looking a gift horse in the mouth."

That is why most Hardware Merchants handle Dietz Lanterns exclusively.

R. E. DIETZ COMPANY NEW YORK

Largest Makers of Lanterns In The World Founded 1840 Sales Through Jobbers Only

Use A Dietz No. 12 Lantern Stand. It Gives Your Customers A Chance to Pick Their Own. It Pays!!



the Auto-Wheel

Think of the hit which a coaster wagon with rubber-tired, steel disc wheels would make as a boy. Think of being a boy yourself and of having a wagon with wheels just like the snapplest sport model automobile.

Steel disc wheels can be obtained on all Auto-Wheel Coasters—rubber or steel three as the boy wishes or artillery-type wood spoke wheels. All wheels are interchangeable. Three largest models have over-sized rubber three

Many boys know this about Auto-Wheel Coasters. Many more are being told about through our national advertising. This and other distinguishing and unusual features of the line make it easy for you to sell the

Auto-Wheel

Besides steel disc wheels or wood spoke wheels, Auto-Wheel Coasters offer self-contained roller bearings, hound brace, hand brake, special auto type hub cap and locking pin, and mortised joints in body. Body ef seasoned ash; bolsters of hard maple—a construction superfor to any other type and one which has not failed to give utmost satisfaction.

And the Auto-Cart (Auto-Wheel's jumier companion for little brother and sister) has rubber-tired disc wheels, too. Also self-contained roller bearings, and the same high grade material and finish.

If you are not handling this profitable, quickturning line of coasters and carts, get started now so that you will hare in the spring and summer business. Write to your jobber, or to us about the wagons which sell themsolves.

Auto-Wheel Coaster Co., Inc.
North Tonawanda, N. Y.

PERMANENT TOY FAIR

108 Chambers St., New York City. 214 Maritime Bidg., Seattle, Wash.

Note: These exclusive features are being advertised to more than a million boys who read American Boy, Boys' Life, Lone Scout, Junior Home Magazine, Science and Invention and Popular Mechanics.



CMITH & WESSON revolvers are good to look at, but deeper than mere looks lie the qualities that have built their high reputation. Accuracy, dependability, reliability, these supreme characteristics of a fine arm characterize them. Your dealer will be glad to tell you more and to let you examine a Smith & Wesson revolver at your leisure.

SMITH & WESSON

Manufacturers of Superior Revolvers

SPRINGFIELD MASSACHUSETTS

Catalogue sent on request. Address Department K

No arms are genuine Smith & Wesson Arms unless they bear, plainly marked on the barrel, the name

SMITH & WESSON, SPRINGFIELD, MASS.

Western Representative:

Andrew Carrigan Company, Rialto Bldg., San Francisco, Cal. Los Angeles, Cal., Seattle, Wash.

Clean Accurate Threads

A special threading process assures uniform diameter and sharp, accurate threads. There are no burrs.

Slots are deep and cut true to center. You'll find it well worth while to have us submit samples and quotations on all types and finishes of Screws, Bots and Nuts.

Ask for Catalog G





5628

REED & PRINCE MFG.CO.
WORCESTER, MASS., U. S. A.
WESTERN BRANCH ATCHICAGO-121 NORTH JEFFERSON ST.



A Fish Story

(A True One)



65 Pounds of Fish In Half a Day

THIS is the result of fishing with a Dardevle. The letter below is one of hundreds—and it is true, not a fish story.

D. J. EDWARDS AND COMPANY Sporting Goods and Jewelry Rocky Mount, N. C.

July 20th, 1923

Dear Sir: Under separate cover the writer is sending you a photo of a real nice catch made on the 13th inst. in half a day—amounting to sixty-five pounds—with one of your Dardevlet Baits. We are large handlers of fishing tackle—also the writer is a very good customer to himself on Dardevlet, as I have more luck using this bait than all others combined, and would not even think of going out without three or four Dardevlets—as they are fish getters.

(Signed) D. J. EDWARDS.



Why not believe Mr. Edwards (if not me)—use a Dardevle and get some real fishing yourself.

This letter tells one reason why you should sell Dardevle

Four Color Osprey Catalogue Free

Write for it. Shows all Dardevle Patterns in actual colors. Many other items, too.

LOU J. EPPINGER

310 East Congress Street
Dept. "U", DETROIT, MICHIGAN

Why You Should Buy

Tubular Rivet & Stud Company Rivets

Reason No. 3

We have never manufactured rivets to sell "at a price." We know we are rendering a real service to the ultimate consumer by producing the best article of its kind which can be made.



Tubular Rivet & Stud Company

Boston

Mass.

LIDSEEN **OILERS**



Forced Feed Oiler Sales Increasing

The Lidseen Positive Forced Feed Oiler was primarily designed to satisfy the needs of the ex-

pert mechanic and engineer requiring constant, longer, more efficient service. The thorough and dependable way in which it served that purpose created for it popularity and demand in a market far exceeding the originally intended one and has made it one of the biggest sellers on the market today.

Costs a Little More—Saves 50% Oil and Time

The Lidseen Porced Feed Oiler costs a little more because of the material, careful workmanship and mechanical features; but dealers everywhere find that their customers are more than willing to pay the few cents extra for the greater satisfaction and saving forced feed oilers assure.

Sell them—they'll build good will and afford a bigger profit. Order today or send a post card for additional information.





The Victor Flour Sifter is the highest grade manufactured anywhere and yet it costs no more. The beveled or V-shaped agitator, made of three thicknesses, is so folded and shaped as to give the

strength and resistance of an arch, which, striking the bowl at the correct angle, presses the flour steadily and evenly through the wire cloth.

Note the agitator has four blades, giving full efficiency to the operation of sifting. Housewives appreciate the care that has been used in the designing and making of this product.

Wickwire Spencer Steel Corporation

41 EAST FORTY-SECOND ST. NEW YORK CITY WORCESTER BUFFALO DETROIT CHICAGO SAN FRANCISCO



HARRIS

OILS GREASES

Make friends for YOU!

Why? Because everyone who uses Harris Oils discovers that the BEST OIL gives the BEST RESULTS. Most people are willing to pay a little extra for oil when they know that the quality is always the highest.

If you are wide awake and are after PERMANENT, SATISFIED CUSTOMERS, drop us a line and we'll tell you how you can make money and friends by selling Harris Oils. Write today!

"America's Leading Lubricants"

Copyright AWHOCO 1921

Manufactured by

The A. W. HARRIS OIL COMPANY
327 South Water Street Providence, R. I.



This new Federal Electric Lantern, simple, substantial, economical, is filling a long felt want for a real worthwhile electric hand lantern. Needed in every home, on every automobile trip, and in every factory or store. The safe, dependable emergency light that throws a flood of light at the feet where needed, Special battery gives long service. Beautifully finished. Built to stand the gaff.

Hogaria
Write for designs' proposition
Liberal profit—complete co-operation
FEDERAL ELECTRIC COMPANY
5700 South State Street
Chicago, Illinois

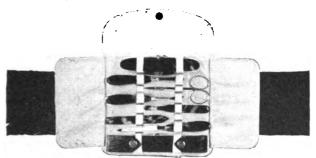


Queens

They sell and satisfy because they hatch strong, healthy chicks that live and grow. Ask us how we help you build up a profitable Incubator Department.

Queen Incubator Co.
1123 North 14th Street
Lincoln, Nebr.

Google



Christmas profits assured with La Cross

CHRISTMAS brings a big demand for manicure sets. But Christmas buyers are mighty particular. They want good looks and fine quality—in other words, value. La Cross sets give the greatest value, and the dealer that features La Cross gets the trade.

You won't carry over any La Cross sets at the end of the season. They are attractively priced and sell readily. And they bring a sure and satisfactory profit, too.

Sets illustrated are part of assortment No. 6. Every one of the twenty sets in this assortment is a proved seller. If in your opinion it does not more than represent all that we claim, send it back to us.

Cost . . . \$65.00 Retails at . \$112.50

73% on Cost

42% on Selling Price

Smaller assortments at \$13.30, \$27.65 and \$43.65. If your jobber cannot supply you, write us direct. SCHNEFEL BROTHERS, Newark, N. J.

La Cross MANICURE SETS and IMPLEMENTS





Finished in Blue, Black, and White Enamel — Nickel Plate, Oxidized copper.

Did You Ever Put It This Way?

You can make the Arcade Crystal Coffee Mill appeal to a woman's business sense by showing her the real economy of buying coffee in the bean and pulverizing it at home. The savings on a few pounds will repay the cost of the mill—prove it to her with coffee prices from her own grocer.

The average good coffee in the bean costs from 29c to 35c a pound. Pulverized coffee of similar grades in air-tight containers costs from 40c to 55c. There you have it in figures. Coffee ground in the Crystal Mill at home is always fresh—keeps all its flavor. Ground package-coffee starts to lose its flavor as soon as it is opened.

The Arcade Crystal Mill grinds finer than any other. It's good looking, handy, and never in the way. Bring out all these points. There are plenty of reasons for home grinding, and there's plenty of demand for the Crystal Mill. Get your share of the profits dealers are making with this and the other features of the Arcade line. Write today for our catalogue 34G.

Arcade Manufacturing Co., Freeport, Ill.

CRYSTAL

THOMAS LAWN MOWERS SELL FAST

Satisfy your customers and build sales Guaranteed to give absolute satisfaction

Thirty years' experience in manufacturing Lawn Mowers enables us to offer dealers high quality mowers, noted for their strong rigidity, ease of operation and satisfactory approval.

The Thomas Mower is heavier, but runs easier—factors that make for quick sales and satisfactory profits.

Tool Steel Ball Bearings make it one of the easiest running mowers on the market.

Crucible Steel Reel Knives of highest quality, and oil tempered steel cutter bar knife, produce that smooth, clean, velvety appearance to the lawn that pleases your customers. Knives are self-sharpening.

Thomas Lawn Mowers are manufactured by skilled and experienced workmen.

Eight mowers in 3 different styles. The best selling and most popular sizes and styles. Not necessary for dealers to carry a large stock.

Reel Axel and brace bar are of fiveeighths inch chilled steel shafting, phosphor bearings, with snug fitting reel spiders, which always keep reel knives and cutter bar in proper contact.

The Thomas Cutter Bars are of the simplest type, unique and simplest form of adjustment that there is. Absolutely dependable and will stay put.

The Thomas Lawn Mower enables you to meet all trade requirements and supply a mower that gives customers the highest degree of satisfaction.

WRITE FOR FREE DESCRIPTIVE CATALOG

CONTINENTAL SALES COMPANY Springfield, Ohio

Stock up now on a live line!

S MOOTH-ON is more advertised in print than ever—and still more advertised by the word of mouth of hundreds of thousands of enthusiastic users.

The possible sales of Smooth-On are almost unlimited—to power plants, factories, contractors, automobile and general repair shops—and for the smaller packages, every household is a possible prospect.

There's an attractive profit on each sale, and you can be reasonably sure of quick turnover.

You do both your customer and yourself a good turn in suggesting Smooth-On, because it gives full satisfaction, and will stimulate the customer's return for repeats and other goods.

The packages are attractive on the shelf, and we help you with striking counter display cards, electros for newspaper advertising, etc.

If you seek lines for perma-



nent, growing and profitable business—lines that build up good will into a powerful asset investigate Smooth-On, and once you get Smooth-On sales "going" you will thank yourself for your good judgment.

Smooth-On comes in seven grades, each for specific purposes, and in convenient cans or containers of desirable size, ranging in size from 6-oz. to 100-lb.

Write for further particulars and a copy of the free Smooth-On Instruction Book.

No.3	No.3
CM	TRADE ON
OM	OTH-ON
RON	CEMEN

SMOOTH-ON MFG. CO.

Dept. 18-C, 570 Communipaw Avenue I Jersey City, N. J.

Send particulars about Smooth-On proposi-

Mame

Address

Good Hardware, Sept.

Do it with SMOOTH-ON

TRIMO

Wrenches

Tools of Quality and Utility

Made by the

TRIMONT MFG.

ROXBURY, MASS.

Incorporated in 1888. Therefore for many years they have been perfecting these tools to meet the requirements of the understanding and appreciative mechanic.



Wrench



This Shooting Accessory Is Essential to Every Gun Owner

You know the love every true sportsman has for his equipment, how carefully he guards his tackle, his ammunition, his firearms. You know that if you recommend an accessory by showing him how it will help to preserve and improve his guns or rifles he is pretty certain to buy it.

As a shooting accessory Hoppe's Nitro Powder Solvent No. 9 is second in importance only to ammunition. For guns and rifles must be cleaned—and Hoppe's Nitro Powder Solvent No. 9 is necessary for a perfect job. It removes rust, carbon and the effects of nitric acid gases from gun barrels. It prevents fouling, pitting, scoring and the danger of high breech pressure. It is now used by most famous sportsmen and rifle experts.

You can sell Hoppe's Nitro Powder Solvent No. 9 to every gun owner—the more easily because it is nationally advertised. If you are not now selling Hoppe's Nitro Powder Solvent No. 9 or if your stock is low get in touch with your jobber or with us at once.

FRANK A. HOPPE, Inc. 2314-B N. Eighth Street, Philadelphin, Pa



Wrench

to Even Cal

by 2 3

2 2 te 2 recount T Shower ! : goes a 🗯 ertain 10 in shooted a Nitro Poste

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with us at

A. HOPPE

ARE

Brisk Business for Fall

in selling Stormtight—big sales last year — strong sales starting now.

Stormtight is not a small item—not a roof paint or patching compound.

Scores of thousands of dollars of advertising in Saturday Evening Post and Literary Digest and many other magazines and newspapers will send customers into your store to buy not a gallon, but enough Stormtight for the whole roof.



Just Pour it on and Brush it Flat.

Stormtight fits into a hardware and paint store and starts big profits and quick turnovers.

Any customer can put it on and save 30% to 50% over re-roofing bills.

Stormtight sells. Some dealers sell a car or more a year. You can sell it in small or large lots. Full line of store advertising, window trims, folders, novelties everything. Get your Stormtight profits this fall.

Fill out the coupon—don't wait for salesman to call.

L. SONNEBORN SONS, INC.

116 Fifth Avenue New York

Please send me at once your bulletin "Proof of the Salability of Stormtight," also illustrated Dealer Book and your complete proposition.

SONNEBORN

SANDS LEVELS

Sell Sand's and You Sell Recognized Accuracy

If "rule of thumb" guessing were close enough there'd be no sale for levels at all. When a customer asks for a level you can rightfully assume he wants an accurate level.

Either a level is accurate or it isn't. Sand's Levels have the accuracy built right in at the factory where it is tested by carefully trained experts, sealed, and then protected with lenses—equivalent to a double-seal.

Selling Sand's Levels Saves Your Time

There's never any question about their permanent accuracy. They're nationally advertised. Your customers readily accept them. They've a reputation of a quarter of a century—a background of actual performance on the job that makes them the logical choice of craftsmen everywhere.

Aluminum Levels were originated by Sand.

Most jobbers stock both aluminum and wood models.

Make a note in your "want-book" now.

SANDS LEVEL & TOOL CO.

SUCCESSORS TO J. SAND @ SONS

8633 Gratiot Avenue

Same Ownership Same Management

Detroit, Michigan Change in Name Only

Sell This New

Poultry Feed Hopper



"Oakes Mammoth Round"

THIS device will outsell any other on the market for feeding dry mash to large flocks of fowls. Because of its round shape, the fowls can eat all around the edge in a circle, thus accommodating more fowls with less fighting and muss than any other method. Capacity over 1½ bushels of approximately 100 lbs. Dealers everywhere are finding the many labor-saving, money-making Oakes supplies "sell like hot cakes" to poultry raisers. The quality of all Oakes products is dependable and the dealer's margin unusually liberal.

Write NOW for our complete catalog and dealers' discounts.

OAKES MANUFACTURING CO.
345 Dearborn Street Tipton, Ind.

ONAUTY POULTRY SUPPLIES

n GOOD HARDWAI

Increase

In a circular space 48 inches in diameter you can display 4.000 pounds of paint. Sales time and floor space are saved and turn over increased 4.000 turn-over increased 400% to 500% on an average.

Demand exceeds our facilities. Our new factory, when completed, will increase production. Meanwhile we urge you to place orders as early as possible.

Mail coupon below today.

'N every city there is only so much paint business in a given year. But it isn't divided equally. Progressive hardware stores are displaying their paints on the floor with "Revolvo" Display Stands, taking orders in the Fall for Spring delivery, buying paint at better prices thereby, and increasing their business in paint from 400% to 500%.

Present-day business demands better-methods of display and selling, "Re-volvo" All-Steel Displays have been devolvo" All-Steel Displays have been devised for modern merchandising needs. "Revolvo," formerly "Eclipse," Revolving Bins and Cases have demonstrated their value to 20,000 users. Now "Revolvo" Display Stand has been devised for paints, varnishes, greases, tools and many other such items.

For large quantities, small space, and real display there is only one means-'Revolvo.'

THE WELLSTON MFG. CO. Wellston, O.



The Wellston Manufacturing Co., Gentlemen:

Please send me further information on "Revolvo" Display Equipment.



Write us for a catalog and our dealer proposition. Then compare it with others. You'll soon be convinced Betty Bright is the line for you to sell.

THE MASSILLON
ALUMINUM COMPANY,
MASSILLON, OHIO

"From a woman's standpoint the things that appeal when purchasing aluminumware are its weight, thickness, price, clear finish and lustre.

Before long women will be thinking about roasters. When the housewife sees a display of aluminum roasters—such as Betty Bright—she can scarcely resist the temptation of buying.

If I were a merchant selecting a salable brand of aluminumware, I would bear in mind one that offered such advantages of price and quality as Betty Bright."

Betty Bright
PURE ALUMINUMWARE

Heller's Pivot Door Cabinets

Will Increase Your Sales Through Suggestive Display



Customers Buy From Suggestion

The display on the large Heller doors suggests many items that would otherwise be forgotten. The display is always in front of the customer's eyes, the stock im-

mediately in rear, the logical place. Send a rough pencil sketch of store and ask for suggestions to improve same. No expense or obligation incurred.

W. C. Heller & Co., 767 Bryant St., Montpelier, 0.



Every motorist needs colored goggles to protect and rest his eyes from glare. He feels more comfortable, and it's safer driving.

Keep a display card of Willson Goggles in the window and another on the counter. A customer will buy as soon as reminded.

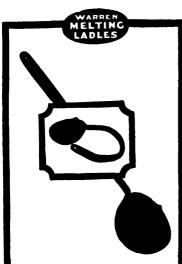
Willson Goggles are quality goggles. They fit better, look better and feel better. They protect from sun, wind and glare.

Order through your own jebber. If he cannot supply you, we will send you the name of one who can.

ø

WILLSON GOGGLES, INC., Reading, Pa.





Malleable Iron Melting Ladles

THE popularity of Warren Melting Ladles is due to their great strength and heat resistance. They will not break off at the handle or burn out, as ordinary ladles do—because they are made of Warren Certified Malleable Iron.

Inset shows a Warren Ladle bent cold, for pouring difficult plumbing joints. Warren Ladles may be bent into any desired shape without injury. Double-lipped 9 to 14½" long. Order from your Jobber.

Folder on request

THE WARREN TOOL & FORGE CO. 264 GRISWOLD ST. WARREN, O.

CARY'S

Saw Edge Joint Fasteners

Cary's Continuous Cutting Edge Saw Tooth Fasteners are made of the best quality Cold Rolled Strip Steel, insuring



a perfect fastener that will not bead while driving. You will not find fract ures between the corrugations. Special effort is made to have the cor-

rugations uniform so that they have equal drawing strength.

These fasteners are the only fasteners manufactured with a continuous cutting edge, the patents, process and machines being owned by ourselves. Made in various widths and corrugations, also in cods wound right and left.

Write for samples

CARY MFG. CO

Manhattan Bridge Plaza Brooklyn, N. Y.

A Positive Safeguard



Patent Applied For

Perfection Pedal Pads

Every Ford owner in your community, a ready buyer. Perfection Pedal Padkeeps foot from slipping off pedal. The new "D Hook" gives rest to foot and relieves muscle tension. This combination prevents serious accidents.

Easily attached—no bolts—no drilling. Just bend the prongs.

Set of three complete in box—retail \$1.00—you make a good profit. Write now

AUTO PEDAL PAD CO.

318-320 West 52nd St. New York City



A Wayne Oil Pump adds efficiency and cleanliness to oil handling by the hardware man. It makes this profitable merchandise still more profitable. It takes away the nuisance features and speeds up the store. There is a Wayne pump that exactly fits your particular needs, and your idea of what a pump should cost. Write for descriptive bulletins today.

Wayne Tank & Pump Co., 795 Canal St., Ft. Wayne, Ind. Wayne Tank and Pump Co. of Canada, (Ltd.), Toronto, Ontario, Canada Wayne Tank & Pump Company, 9 Kingsway, London, W. C. 2, England

Division Offices in: Atlanta, Birmingham, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Des Moines, Detroit, Indianapolis, Jacksonville, Kansas City, Milwaukee, Minneapolis, New York, Omaha, Peoria, Philadelphia, Pittsburgh, San Francisco, St. Louis and South Bend

Warehouses in: Philadelphia and San Francisco

An International Organization with Sales and Service Offices Everywhen:



HONEST MEASURE PUMPS

A PRACTICAL IDEA THAT WILL SELL!



Already leaders in their field, The Witt Cornice Company have opened up new avenues of possibilities with their recent innovation—The Witt Corrugated Roller

Can.

The owner will find it no trouble to move this can; all that is necessary is to push it—flexible casters carry it quickly and easily over even or uneven floors.

Dealers also, will find no trouble in moving this can as it includes those sanitary and durable qualities that have made Witt Corrugated Cans and Pails in popular demand for nearly a quarter of a century, with the addition of four double roller stem-type casters. These casters are held secure by cotter pins in malleable iron caster supports riveted to the bottom band of a standard Witt

Can—simple, yet very durable.
You will want these Roller Cans in stock because of the creative demand our consumer advertising will bring.
Write to-day for complete information in regard to all Witt Products.

THE WITT CORNICE CO.

CINCINNATI, OHIO Also makers of the lighter weight Brighton line of cans and pails. Write for quotations,

The Yellow Label Means "Quality"



When You Sell A Shield Brand Brush

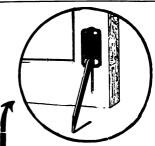
You sell one that is absolutely guaranteed which means that it is of the highest quality superior in workmanship and up-to-date in type. Shield Brand Brushes also mean a bigger profit and a satisfactory turnover.

Write us for the name of your nearest jobber.





Bigelow Brush Co. Baltimore, Maryland



Dollar-Bait

Lures the shiny discs out of car owner's pockets and lands 'em in your cash register.

Sure-Catch Door-Stops

offer lowest priced Garage-Door accident insurance. Premium \$1 per garage entrant.
Made from heavy galvanized
stampings. Real merit, classy
literature and display earls
make 'em move.

Order from Your Jobber or write, giving his name STANDARD SHEET METAL WORKS 1485 30th St. Milwaukee, Wa. Thes. M. Gardiner, W. Coast Res 329 Market St. San France

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There are Many Types and Sizes of





Incandescent Lamps



But Only One Quality—The Very Highest

IF YOUR JOBBER-DOES NOT STOCK THEM, WRITE US. WE WILL TELL YOU WHO DOES.

THE SAVE SALES COMPANY

Sole Distributors

TOLEDO

OHIO



This simple, Royal selfheating gasoline iron does large or small ironings without a stove fire. Over 1,000,000 now in

Excellent for home or camp. Gravity feed, no pumping. No electric cord or gas tube to bother. Ready at a moment's notice.

Every dealer should use our free Window Trims, Counter Cutouts, Booklets and Newspaper Ads. Write

ROYAL SELF-HEATING IRON

Co. 603 Wayne Street BIG PRAIRIE, Ohio





MEANS SURE PROFITS

Stock now most the constant and growing demand for this fast seller. Many exclusive features—popular in price. You can selly your customers a stretcher that is different and better because it is adjustable from largest size curtain to size of handkerchief; has exclusive self-aligning center hings; patent double brace; no pin-less center gap. Corner loop and thumb nut give finest adjustment against all variations. Middle leg prevents agging. Automatic easel locks. Clear kiln-dried basswood; all metal parts copper plated. New style packing prevents loss of boils or thumb nuts. Get interesting prices. Stock CRANIDERAC DOT

FVAN I-REED MFG (CO



Millions of people see the advertisements of

Moore Push-Pins

"Glass Heads—Steel Points"

Moore Push-less Hangers

"The Hanger with the Twist"

To Hang Up Things

Which are constantly appearing in the leading magazines.

These Staple, Standard Articles are quick sellers wherever displayed. Send for Price List.

Moore Push-Pin Co. (Wayne Junction) Philadelphia, Pa. Est., 1900

This window feature will stop 'em in their tracks



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e!

Actual size as photographed — 24 inches wide. Over 28 inches high. Superbly colored

Mount this gorgeous turkey, litho'd in natural colors, on a Polar Roaster . . . and you've got a display twenty-four inches wide and over two feet high! Group Polar Ware all around him . . . and thus make capital of national advertising reaching more than a million women a month. The Roaster, and the new Waterless Cooker, are selling B-I-G even now . . . with the season only just begun. How's your stock on Polar Ware? Tell us direct . . . or through your jobber . . . and let's get this cut-out to work for you quick.



LAKE SHORE ROAD
SHEBOYGAN WISCONSIN

-MarathoN ServicE

First Step to a Successful Electrical Department in Your Store

Whether you now carry electric motors, grinders and ventilating fans, or have not yet done so, write us for our suggestions in building up profitable business in these and other electrical supplies.

Marathon OK Type "NU" Motors, Fans and Grinders

are offered at such low list prices and such liberal discounts—and they have so many practical advantages to the user—that you can make them powerful magnets to attract profitable trade in electrical equipment and supplies.

in electrical equipment and supplies.

Send for list, discounts, and full data about our two-year Free Service
Guarantee.

MARATHON ELECTRIC MFG. CO.
33 Island St. Wausau, Wisc., U. S. A.



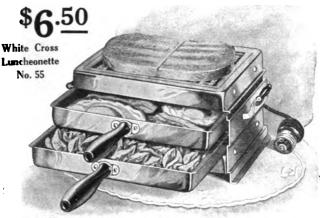
This Preserving Display Makes a Hit With Your Women Customers

EVEREDY BOTTLE CAPPER CO.

Frederick, Maryland

Big Profits On This Quick Seller

Retails for only



Size $8 \times 5 \frac{1}{5} \times 4 \frac{1}{16}$, exclusive of handles and terminals. Furnished complete with two full aized grill pans. Each $7\frac{1}{3} \times 5\frac{1}{3}$ by 1 inch deep, and cord with separable plug. Operates on any lighting current.

At last an Electric Grill that BAKES! In addition to frying, roasting, broiling or stewing as well as any gas or coal range.

Every housewife will be interested. For with the exception of the big Sunday dinner she can prepare every meal, breakfast, luncheons, suppers, from soup to dessert, easily and quickly with less exertion. She can place stove beside her and attend to other work or read—no constant getting up to look at cooking.

Prepares ham and eggs, sausage, stews and soups; broils or fries chops and steaks; makes better coffee and toast. AND IT BAKES DELICIOUS, CRISPY, BROWN ROLLS AND BISCUITS at the table!

Cooks above and below heating coils at the same time. Cooks on new principle giving more intense heat than old-style grills. Has four heats—cooks fast, medium or slow, as degired.

giving more intense neat than out-style grills. Has four neats—cooks last, meanum or allow, as desired.

Many of your customers have been asked \$12.00 for grills which cannot compare with this one. But you can sell them this grill, which does ALL KINDS OF COOK-ING—for only \$8.50!

Your profit will be 58%.

Beautiful also. Heavily nickel plated; highly polished; ebony handles. Compels attention wherever displayed. Stops everyone at your show window.

SAMPLES ON APPROVAL

See this wonderful new kind of grill without risking a penny. We'll send, ON APPROVAL, one, six, or a dozen grills. If they are not the biggest value you ever saw just send them back, Charges Collect. Be sure to mention on coupon the quantity you desire. Accept this Amasing Offer Today.

NATIONAL STAMPING & ELECTRIC WORKS 3212-3246 W. Lake St. Chicago, Illinois

MAIL
COUPON
For Samples
On Approval

NATIONAL	STAMPING	& ELECTRIC	WORKS
3212-3246 W	. Lake St. (hicago, III.	

Send, ON APPROVAL, one, six, twelve (check which quantity) White Cross Luncheonettes No. 55. (I am to examine and then keep or return, Charges Collect—I am to be the sole judge.

	-	_	
NAME			
ADDRESS			
CITYSTATE		.	



You'll get quickest results and greatest accuracy when you use the

PHILADELPHIA PIN KEY

Duplicating Machine

Automatically finds right depth; cuts any pin-tumbler keys accurately in less than a minute; saves you time and labor; increases profits.

\$18.00

F. O. B. Philadelphia

Over 5,000 Satisfied Users!

Sold by leading jobbers or sent direct on receipt of price. Write for attractive prices on key blanks.

Philadelphia Pin Key Duplicating Machine Co.

222 S. 10th STREET Philadelphia, Pa.



Over \$36,000,000 worth of twisted in wire brushes sold last year to housewives at their

door.

We offer you equal quality brushes, well packed, an attractive "silent salesman" for your store, at a price that enables you sell to your customers at lower prices that they are paying at their door to enarasser. This introductory offer gives you a profit of \$8.12. Front your jobber or

HARTFORD PRODUCTS COMPANY
Massfasturers of Hartford Quality Brushes
Morgan Street, Hartford, Conn.

The NEW BROWNEE FRUIT PRESS

the lowest-priced on the market

Of specially constructed Oak. Base made of acid-resisting aluminum. Cannot rust. Easily clean-



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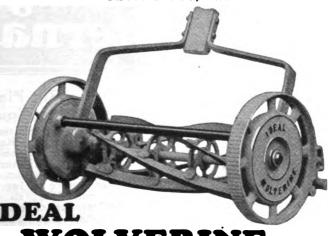
Made by the same men with the same accuracy as its big brother-The Ideal Power Lawn Mower.

It's different because of precision production methods and fine materials-including Timken Roller Bearings, special Alloy Steels, patented rigid frame construction and double-lock adjustments.

Dealers—a line you will be proud to handle. Write IDEAL POWER LAWN MOWER CO. R. E. OLDS, Chairman

408 Kalamazoo Street, Lansing, Michigan New York, 13-19 Hudson St. Chicago, 11 E. Harrison St.

Dealers in all Principal Cities



WOLV Lawn Mowers

Say you saw it in GOOD HARDWARE

THE CROSMAN AIR RIFLE



THE CROSMAN is not an ordinary air rifle. Designed by a West Point graduate. Hard hitting and accurate, capable of killing small game at 50 yards. Power regulated as desired. Excellent for indoor or outdoor target practice. Can be used the year 'round.

THE CROSMAN is proving a fast seller. Fills the gap between ordinary air rifle and the more expensive fire arm. Inexpensive to operate—no noise, smoke or danger.

Advertised in leading outdoor and sporting magazines. Add this profitable rifle to your line—today.

CROSMAN RIFLE CO., 923 Monroe Ave., Rochester, N. Y.

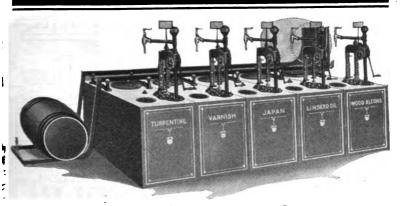


with conditions; an opportunity to get your Range business back on its feet— That's what the big Range Eternal Plant means to you.

tomer a price in keeping

Let us tell you just how much we can offer you and at what price—with the new Range Eternal—Everlastingly Good.

Engman-Matthews Range
Two Generations of Malleable Range Builders
GOSHEN, INDIANA



American Storage Systems

For Paint Oils, Varnishes and Lubricants

Loss between purchase and sale—how much do you have? You buy a barrel of oil but, when empty, have you sold as many gallons out of that barrel as you bought?

What have you lost through leakage, spilling, evaporation, gumming, and the unnecessary time in handling?

The American Storage System saves these losses—and it makes a further saving in your insurance rate. It does more—it saves space, cleanliness and convenience, and pays for itself in a remarkably short time.

Illustration above shows our First Floor Battery Outfit with double-acting continuous flow measuring pumps. This outfit can be made up of any number or size of steel tank units to meet your particular requirements.

Stop your losses—sell all you buy. Write for Bulletin No. 202, tell us your requirements and let us quote prices.



Cut 10-A

First Floor Outfit for kerosene and oil. Made in any size wanted with pump mounted on same. Keeps oil in clean and convenient manner. Compact, neat and requires but little space. Avoids spilling, leakage and danger from fire. Saves its cost in waste and pays a larger per cent of profit.

The American Oil Pump & Tank Co. 1151 FINDLAY ST., CINCINNATI, O.

A Handier Solder



THOSE who have used clumsy bar or solid wire solder with a separate flux, really appreciate how handy Kester Acid - Core Wire Solder is.

First:—The tiny pockets inside the hollow wire form of Kester supply a scientific flux at the right time, thereby saving time, labor and service over the old fash. material over the old-fashioned way.

Second:-The pound spools and coils fit one's hand comfortably, leaving the other hand free for using the most convenient form of heat.

Third:-The entire job is always in view, the narrow wire of Kester puts both solder and flux where it belongs without hiding the parts.

"Sample for Test Upon Request"

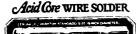
Seld by live dealers every-where in one pound cells, in cartens, and on one, five and ten pound specis.

CHICAGO SOLDER COMPANY

4213 Weightwood Avenue, Chicago Direct Factory Representatives:

THE PAUCETTE HUSTON CO RICHARD P. ELY 66 W. Bevedway New York City LOUIS J. ZIESEL CO. 216 Market St. See Proncisco, Cal

KESTER



Requires Only Heat



A Wonder Profit Maker

You're looking for quick selling specialty? Here it is! Desolvo! works wonders in clogged drains or sewer pipes, for its once a month use drains and sewer pipes are kept open and sanitary.

Customers become thusiastic once a month users of Desolvo, which means a 12-time (monthly) turnover, on a small which nets investment you a fine profit.

Start your Desolvo sale now-get in on a good, steady profitable cialty.

Sold through jobbers.

The Chamberlain Company

Terminal Way Pittsburgh, Pa.

K-K. cleans closet bowls, removes stains and odors.





Its coverage of the hardware trade is only one feature in the success of Good Hardware. It has made good with the reader. That is the big thing. Practically all our effort has been concentrated on giving the hardware dealer the most helpful and practical information that can be had and presenting it in a way that insures its being read. The wisdom of our policy is proved by the unusual growth of advertising volume carried in Good Hardware.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway New York

Good Hardware

The National Magazine of the Hardware Trade



MARBLES

Outing Equipment

There is no closed season for Marble's Outing Equipment. There's always a sale for something in the complete Marble's line—Game Getter Guns, Gun Sights, Pocket Axes, Hunting Knives, Gun Cleaning Implements, Fish Gaffs, Waterproof Match Boxes, Pocket Compasses, etc.

Cash in on the selling influence of Marble advertising by stocking and displaying Marble's specialties now.

Marble Arms & Mfg. Co. 533 Delta Avenue

Gladstone Michigan





THE KINGSBURY TRACTOR



No. 7161 Tractor and Trailer

Retails Complete \$1.50

As powerful as it is good looking. Like all KINGS-BURY TOYS it is equipped with rubber tired wheels and our famous long distance clock spring motor that is guaranteed perfect.

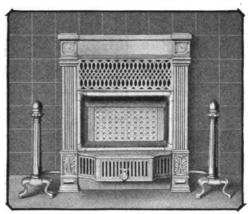
You do not need a Toy department for the KINGS-BURY TRACTOR. It is a profitable Hardware specialty that you will enjoy displaying and selling.

KINGSBURY MANUFACTURING CO. KEENE. NEW HAMPSHIRE

New York Office:



11-15 Union Square



No. 310 Guardian Air Circulating Heater. (Furnished without andirons if so ordered)

Double Heating Efficiency Makes Specials for wide or narrow, high or low, deep or shallow fireplaces. You can fit

RIED out and proven in thousands of different fireplaces, always it gives more heat than any other type heater. Is to direct type heaters as a baseburner to an ordinary heating stove.

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Fits right into and fills the fireplace. When necessary, because of unusual size or shape of fireplace, we furnish extra plates to insure a perfectly harmonious and satisfactory installation.

Air Circulating Feature multiplies

heating ability

By means of the Guardian Air Circulating System cold air is drawn from the floor, warmed by contact with the solid brick fire-back in the rear of heater, and then flooded through the open grill back into the room. It doubles heating efficiency without costing a cent more for gas. Special radiator further multiplies its heating ability. Enables it to heat several rooms

Can be installed in old or new fireplaces. Furnished in either 10 or 14 element sizes.

by gas fumes or heat. As easily washed as a china dish. Always looks like new. Get Our New Condensed Catalogue

Easily installed. Gas connection in front

New Cordeveaux Finishes of Great Beauty Stimulate Sales

You get an exclusive finish—unique, rich,

beautiful. Choice of six color tones to harmonize with modern decorative schemes.

A new idea. Buyers like it - so will you.

Cordeveaux won't tarnish, is not affected

deep or shallow fireplaces. them all with Guardians.

directly below hearth.

Just off the press—shows full Guardian line of fireplace and portable heaters. Handsome styles. Exclusive advantages that stimulate sales and profits. A request will bring you a copy. If you prefer will also ship you a sample No. 310 in any finish you may select. Write or wire for further information.

THE GUARDIAN GAS APPLIANCE COMPANY 3409 Superior Ave., CLEVELAND, OHIO

NEW YORK CITY, De Frietas & Geiger, 318 West 42nd Street PHILADELPHIA, Ambler & Rankin, 410 Stockton Building DALLAS, TEX., The Pittsburgh Water Heater Co. of Texas LOS ANGELES, CAL., Superbo Sales Co., 600 Metropolitan Building

uardian

FIREPLACE HEATERS - INCINERATORS

@ 1923, The G. G. A. Co., Cleveland. O.





(Reg. U. S. Patent Office, 1920)

SCISSORS and SHEARS are in

Constant Demand

These scissors and shears meet the requirements of higher grade makes and yet are sold at the more reasonable retail prices of 10c to \$1.00. The Eversharp method of hardening assures a lasting cutting edge which will stand up under continuous use. Sell Eversharp Scissors and Shears—they do stay sharp—they will sell fast.

THE EVERSHARP SHEAR MFG. CO.

Bridgeport, Conn.





THE HAMMER HOLDS THE TACK

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

The Best Magnet Hammer on the Market

ORDER FROM JOBBER
Silver Medal Panama-Pacific
Exposition

ARTHUR R. ROBERTSON

Boston, Mass.

Trade marks registered U.S. Pat. Office

Bixler Dealers Have No "Dead Stock"

Merchants who sell Bixler Staple Jewelry Guaranteed are not confronted with the question of what to do with slow moving items. The Bixler Article Exchange Service keeps their stocks clear of items that don't sell quickly. They have the privilege of exchanging such items as do not meet the public fancy for other goods in the Bixler Line. The Bixler Plan is unique—liberal—worth investigating. Send for further details. No obligation.

THE MILES F. BIXLER CO. 1924-32 Euclid Avenue Cleveland

Dept. H-93

STAPLE JEWELRY

HARDWEAR

"The Name Tells the Story"

TIRES and TUBES

Joined for a perfect tire service—Hardwear Tires and Hardwear Tubes. The tire and tube of the Hardware Trade gives every Hardware dealer a complete tire department and the inside track on the tire business of his customers.

"The Name Tells the Story"—Hardwear Tires for HARD WEAR, and the Hardware Dealer is our only sales outlet. A wonderful opportunity for repeat business and big profits. Our figures tell the story. Write today!

Write for latest price list and liberal trade discounts! Remember, only a Hardware Dealer is privileged to handle Hardwear Tires and Tubes.

HARDWEAR TIRE CORPORATION

EAST RUTHERFORD

NEW JERSEY

1509 SO. MICHIGAN AVE., CHICAGO



Firearms of Merit.

Spanish Hand Ejector Revolvers.

Automatic Pistols "EXPRESS."

Calibers:-

32 Long

32/20

38 Special

Finish: Blue

or Nickel.



Length of Barrels:-41/4", 5" and 6 inches.

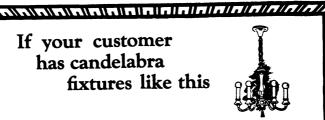
Thoroughly

Guaranteed.

WRITE FOR PRICES

GARATE TROCAOLA & LEMES, INC. NEW YORK, N. Y. 52 WARREN STREET

If your customer has candelabra fixtures like this



Sell him all frosted, round bulb Hygrade Lamps

like this

The all-frosted round bulb Hygrade Lemp gives a pleasantly diffused light, the effect of which is often heightened by shades of silk or parchment.





HYGRADE LAMP CO

GENERAL OFFICE



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Why it pays to feature



THERMOMETERS

G OOD Profit and larger sales for the dealer and absolute satisfaction for the customer are the reasons why it pays to feature Wilder Thermometers.

Wilder Thermometers are accurate-tested by U. S. Government standards to a fraction of a degree. The mark



guarantees dependability to your customers and is their guide in buying.

Buyers of Wilder Standard Cooking Thermometers are good prospects for sales in cooking utensils and kitchen ware.

> Write for price list and complete information

WILDER-PIKE THERMOMETER CO. Troy, N. Y.



Red Devil Tools

The Giant Red Devil

-BOX CHISEL AND STRAP CUTTER

Indisputably the World's Best Nail Puller

"RED DEVIL" have been without an equal for over half a century.

The Giant "Red Devil," the powerful one blow puller, represents the only real improvement made since nail pullers were born (1872).

One blow with this powerful tool drives the jaws
into the hardest wood and
grips the nail. The box
chisel and strap cutter on
the long jaw, cut wood
or iron hoops at one
stroke. No springs, no
pinching, no rolling—has
only three parts—nothing
to get out of order.

Use them yourself, and you'll recommend them to your customers.

Send for "Red Devil" Catalog and trade price list.

Smith & Hemenway Co., Inc.

Manufacturers of "Red Devil" Tools 251 Broadway, New York, N. Y.

Manufacturers of "Red Devil" Pliers, Glass Cutters, Screw Drivers, Chain Drills, Snips, Auger Bits, Hack Saw Frames and Blades, Wrenches, Punches, Lock Washers, Linemen's and Electricians' Tools, Etc.



SLIPON HANDLE PROTECTORS



A quick selling 10c novelty that sells itself to housekeepers on its real worth. Eastly attached to coffee pot, tempot or persolator — it resyents handles

from damage b scorching.

Endersed by Tribune and Good Heusekeeping Insti-

Order From Your Jobber
YOUNG SPECIALTY CO.
2220 Vilet St. Milwankee, W

The McCaskey Register Company Has More Openings for Specialty Salesmen.

Due to the natural growth and expansion of our business, as a result of our new combination Cash Register and Adding Machine, which we placed on the market thru our Sales Organization within the past year, along with the increased demand for McCaskey Credit Registers and Sales-books which have been on the market for over twenty years, we have a few very desirable openings in our Sales Organization for men with the necessary energy, enthusiasm, ambition and native sales ability to sell our combination Cash Registers, Credit Registers, Adding Machines and Salesbooks on a very satisfactory commission arrangement wherein commission is advanced weekly. This is an unusual opportunity for large earnings and for you to become identified with one of the largest national sales organizations, with its opportunities for broad sales experience and advancement. Address is santisonal salvanced, the McCashy Register Company, Allianes, Oble. A perseant interview will be arranged fee by appointment.

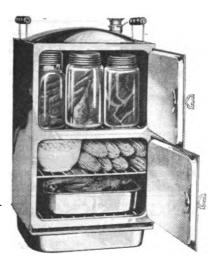
Show them how canning meat saves a family important money!

TO-DAY'S meat prices . . . next winter's fuel scarcity . . . everybody's urge to economize wisely . . . what mighty helps these are in selling CONSERVO right now! Because CONSERVO saves such a lot. Because with it any woman cans 14 quarts of meat (or anything else) at a time,

over one burner . . . or cooks a big dinner with least fuel and without watching . . . or cans and cooks at once, without risk of scorching or spoiling a thing! It doesn't so much need salesmanship to move CONSERVO as it needs mere ordinary gumption . . and showing CONSERVO so it can speak for itself. Right now!

There is a plan for pushing it during the fall months that you ought to know about. Let us have your address, so we can tell you.

THE TOLEDO COOKER COMPANY Toledo, Ohio



CONSERUO The money-saving meat-canner



ADJUSTO HOUSEHOLD RACK Four and six arm sizes—hardwood arms, substantial metal
parts. A life-lasting article that
finds immediate use in the kitchen, bathroom or hallway. Instantly adjustable to any width
or folded back out of the way
when not in use.

Endorsed by the Tribune Institute.
Order from your jobber or write us for
description and prices.

FERNALD MFG. CO. Dept. G North East, Pa.



for Every Purpose

Every Gun

Send for Catalog

Lyman Gun Sight Corp 175 West Street. Middlefield, Conn.

SAMSON CORDAGE WORKS



Manufacturers of sash cord, clothes and other braided cords, also cotton twines.

> Send for catalog

BOSTON, MASS.



Every Woman Who Sees It— Wants It! That's why the nationally advertised ROBERTS LIGHTNING BEATER

is such a GOOD SELLER. Whips Cream—Beats Eggs—Blends Mayonnaise. Used in a Million Homes. Pints 90c, Quarts \$1.25. Usual Trade Discounts. REMINDER—Our Phonograph Toys will be big sellers this Christmas. Write NOW for special offer.

NATIONAL COMPANY Cambridge 39 Boston, Mass

ROBERTS MIXER LICHTNING

ARMSTRONG DIES STOCKS and

Demand the

Genuine



hev are

Best

The Armstrong Mfg Co.,

Bridgeport, Conn.



SHERWOOD SELLING HELPS

This striking window card, $37\frac{1}{4}$ " x 251/4", in four colors, is now being distributed to Sherwood Dealers. It illustrates how the billowy riding qualities of Sherwood Spring Shock Absorbers delight the kiddies.

Every dealer in coaster wagons should have the advantage of "Sherwood Dealer Selling Helps" and of Sherwood Spring Shock Absorbers—an exclusive, patented Sherwood feature that causes Sherwoods in many cities to outsell all other coaster wagons several times over.

> Send for the Sherwood dealer proposition.

Sherwood Bros. Mfg. Company Canastota, N. Y.



Poultry Fountain

MAKE YOUR STORE **HEADOUARTERS**

for good poultry supplies

"Moe's Line" is complete everything from Leg Bands to Incubators and Brooders.

NEW CATALOG NOW READY Send for your copy today

HOEFT & COMPANY, Inc. 408 N. Ashland Ave. Chicago, Ill.



For Poultry and all LIVE-STOCK

Used and recommended by 50 Agricultural Colleges

ZENNER PRODUCTS CO. Chemists Detroit, Mich. REMEMBER the Demand Last Winter!

Stock Northland Skis now and have a fresh well-seasoned supply on hand when the season opens. Be prepared for the in-creased demand with



NORTHLAND SKIS

the most widely known and best adver-tised skis in the world. Why not mail your order to-day? Deliveries as requested. Catalog of skis, snowshoes, toboggans, Catalog of skir etc., on request.

etc., on request.

World's Largest Ski Manufacturers

NORTHLAND SKI MFG. CO.

2201 Hampden Ave. St. Paul, Mina.



Cheaper than wooden posts, arms and wire. Prevents wet feet and colds. Used for rug deaning, airing olething, etc.

Bought by men who love their wives

LITTLE GIANT COMPANY

222 Reck St.

Established 1876

-bere Dealers. fast selling specialty that makes a profit for you, and brings repeat business

It is made especially for a protective coating for all kinds of linoleum, new or old. Sold by live dealers everywhere for 17 years. Write for prices
KENOSHA CHEMICAL COMPANY

Kenosha, Wis.



LANDRETH SEED

LHOOLEUN

are Pedigree Seeds D. LANDRETH SEED CO.

Bristol, Pa. 18



Hilo Tri-proof Spar is guaranteed on a money-back basis, it will not turn white under any conditionsindoors or out, in salt or fresh water, in warm or cold atmospheres. This varnish for years has proved "old reliable" on porch ceilings, entrance doors, bathroom and kitchen floors, etc.

It has made good as a protective finish for table tops and general furniture, because it is absolutely proof against hot dishes, fruit acids, etc. It has proved its mettle on surfaces exposed to heavy duty—on sea-going steamships, yachts, canoes, automobiles.

Now put Hilo Tri-proof Spar to your own idea of a water test, heat test, or wear test. Then prove to yourself its capability of meeting every requirement of your trade—you profiting by the Good Will this guaranteed varnish will build for your store.

VARNISH CORPORATION HILO

(Moller & Schumann Co.)

BOSTON

BROOKLYN

CHICAGO

ROOF

Say you saw it in GOOD HARDWARE

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ST

TOTAL TOTAL



INVESTIGATE!

Hundreds of hardware dealers make a profit of 78% selling TINK.

Because everyone needs it-it does won-

derful work! Because of the free TINK dealer helpsdisplays, counter window

folders, etc.

Because of the attractive can and attractive price.

Let us send you FREE, without obligation to you, a can of TINK!

See for yourself— Write for it now!



THE C. B. DOLGE CO.

Westport,

Conn.



and other literature and tell me how to make this season more profitable.

Name

SNOW-WHITE STEEL and POLISHED GLASS



Hoss Steel Medicine Cabinets and Mirrors

add to the attractiveness of your show room and dollars to your income. All jobbers or write us Hess Warming & Ventilating Company

1210 Tacoma Blo



COLORED POULTRY LEGBANDS



Manufactured only by M. BAYERDORFFER

San you toth it in GOOD HARDWARE





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Champion X is the standard spark plug for Ford cars and trucks and Fordson tractors. Recognised by dealers and owners for 10 years as the most economical and efficient spark plug. Sold by dealers everywhere.

Get Ready for an Automotive **Christmas**

Ask your jobber's salesman now about helping you to make next Christmas time a big selling season.

He will tell you of the sales helps on many attractive lines that will be available-how you can turn an ordinary dull season into a most profitable period.

Champion stands ready to help you. So do other leading manufacturers. Your jobber will aid you in many ways. So ask the salesman on his next call about the Automotive Christmas.

Champion Spark Plug Company Toledo, Ohio

Champion Spark Plug Company of Canada Ltd. Windsor, Cntario

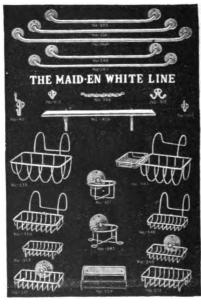
CHAMPION

Dependable for Every Engine

Say you saw it in GOOD HARDWARE

BETTER BATHROOM FIXTURES

get this Display Board working for **YO**



Maid-en White Fixtures will not chip, peel, crack or discolor. Our special process makes enamel flexible. Joints cannot expand. No solder used. Quality in every detail, yet prices are moderate. Maid-en White Fixture sell even better than ever when you show them on this attention-getting Display Board.

It keeps these better bath-room fixtures constantly before the eyes of the p Write w DAY for particulars.

The AUTOYRE CO.

(Auto-Wire) Oakville, Conn.

BRANCH ADDRESSES 8 Boylston St. 1188 Boyiston St., Newton Upper Falls, Mas 1131 Harrison St.,

1131 Harrison St.

416 Broadway, New York.
111 Mess Ave. El Paso, Texas
146 Brislell St.

41 Randopp St., Chicago, Ill.

74 Delawire Ave. Chicago, Ill.

75 Delawire Ave. Chicago, Ill.

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Cleveland, Oble

2513 Grand Ave., Minneapolis, Minn

PACIFIC COAST REPRE-SENTATIVES RAWLINS & SMITH

RAWLINS & Ball 604 Mission St., San Francisco, Cal. 506 American Bank Bldg., Los Angeles, Cal.

202 Dooly Bldg., Salt Lake City, Utah. 509 3d Ave., Seattle, Wash.

BATHROOM





CORRECT DISPLAY

Do you want your store to dominate your community?
Do you want to make your customers bigger customers?
Do you want to stop the "dead merchandise" losses?
Do you want profit instead of loss?

CORRECT display is the giant that lifts a retail store out of the commonplace—that pays a profit on every line—that makes everything sell easily! Correct display is what you need—'f you aren't selling as much as any other dealer in your line in a similar community.

Correct display makes the modern drug store popular; it makes the modern department store big; it makes the fruit store profitable; it enables specialty shops to thrive! Correct display makes customers buy—it's the never-failing salesman. People of today expect and demand adequate display.

You can get correct display for your store simply by using properly the Dayton Display Fixture—the only fixture of its kind—the patented fixture that has revolutionized thousands of stores. This fixture gives new life, new attractiveness, new business!

Retailers of Groceries, Hardware, Drugs, General Merchandise, Electrical Goods, Novelties—we have the correct display for you.

Let us send you information today.

The Dayton Display Tixture C.

1816 WEST THIRD STREET



Put this Display Cabinet to Work

I would be foolish to keep your star salesman shut up in your stock room. To do so would not help your sales. Keeping a **DOMES of SILENCE** display cabinet in the background would be equally foolish. These cabinets have proved to thousands of merchants their sales boosting ability.

Give it a chance!

B

DOMES OF SILENCE

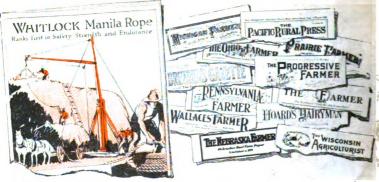
are made in six sizes: $\frac{3}{8}$ in., $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in., $\frac{7}{8}$ in., and the extra large $1\frac{1}{8}$ in., and are packed in two styles, assorted or straight sizes.

Assortment D-19—as illustrated Costs you \$3.00—retails for \$4.80

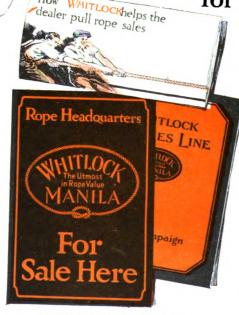
contains 1 dozen sets each $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in., and $\frac{7}{8}$ in. sizes (1/3 gross sets). Straight sizes are packed $\frac{1}{4}$ gross sets of one size in a display box for \$9.00 per gross sets, except the $\frac{11}{8}$ in. size, which is \$13.50. Order by sizes, or if smaller assortment is desired, order assortment D-19. Order from your jobber today. Advertising cuts furnished free.

DOMES of SILENCE Division

Henry W. Peabody & Co J/ State Street, New York City



WAITLOCK secures business for its dealers



WHITLOCK (ORDAGE (OMPANY 46 South Street, New York

	WHITLOCK CORDAGE CO. 6 South Street, New York, N.Y.
Please building	send information regarding your business ope campaign for hardware dealers.
Name	

Address ...

You have a right to expect the effective kind of sales help from your rope manufacturer which will bring customers into your store. You get it with Whitlock.

Glance at the influential group of farm papers shown above. Through these the Whitlock Message is being carried regularly—often by full page color ads—to two million farmers, convincing them that Whitlock spells safety and economy in rope language. They are seeking the store with the Whitlock sign. That store should be yours

And another two million hoat owners, builders and housewives are reading of Whitlock Rope and Clothes Lines in their favorite magazines—reading, believing, and buying from Whitlock Dealers not only rope but a thousand and one hardware and house-furnishing items. They know they can depend on a Whitlock Dealer to carry quality goods.

You are invited to join the Whitlock Association for more profit, quicker turnover and greater volume of sales. Just clip this coupon and mail it. You will, be told by us or our distributor how you can become a member.

Digitized by GOOQ.

Good Hardware

NOV. 1922

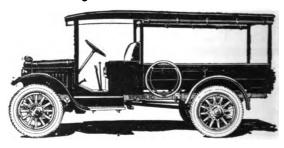
\$1.00 A YEAR



A Butterick Business Publication reaching 45,000 Hardware Dealers

LEADERSHIP

Quality-Price-Service



Republic Rapid Transit, with Canopy Top, Cord Tires, Clectric Starter and Lights, \$1395, f. o. b. Alma, Mich.



Owners say: "We have driven ten Republic Rapid Transit Trucks about 3,000 miles and averaged 16 miles to a gallon of gas—300 miles to a quart of oil. On one trip we had 3,450 lbs. on the truck and it hardly noticed the load" writes J. G. Schanck & Sons, hardware merchants of Keyport, N. J.

More miles to the dollar, more tons to the mile. Owners' records substantiating these facts are in our Vocational Catalog. Write for a copy.

The Republic Line: Rapid Transit 1, 112, 2, 212, 3, 312, 4 tens capacity

REPUBLIC TRUCK SALES CORPORATION, ALMA, MICH.

REPUBLIC RAPID TRANSITO

Republic has more trucks in use than any other exclusive truck manufacturer

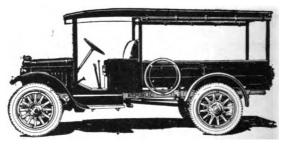
"Good Hardware



A Butterick Business Publication reaching 45,000 Hardware Dealers

LEADERSHIP

Quality-Price-Service



Republic Rapid Transit, with Canpy Top, Cord Tires, Electric Starter and Lights, \$1395, f. o. b. Alma, Mich.

THEY SAY-



Speed—"From Lockport to Buffalo the Rapid Transit daily makes this run at 35 miles an hour with heavy loads."

Ruggedness—"Loads up to two tons have been carried at a moderate speed and the Rapid Transit is more than equal to the task."

Economy—"We get 15 to 18 miles on a gallon of gas with this truck and 150 to 200 miles per quart of oil."

WE SAY - Speed! Power! Stamina! Economy! Owners' records prove this. Write for further facts in our free Vocational Catalog.

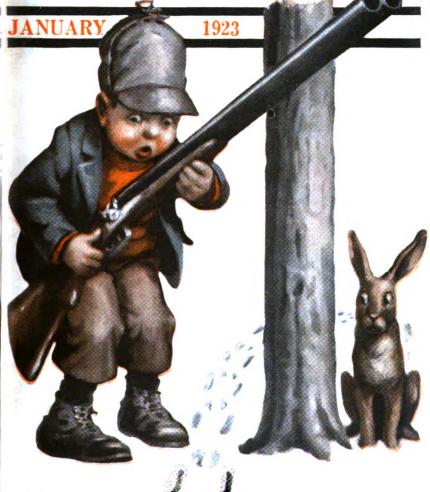
The Republic Line: Rapid Transit 1, $1\frac{1}{2}$ -2, $2\frac{1}{2}$ -3, $3\frac{1}{2}$ -4 tons capacity.

REPUBLIC TRUCK SALES CORPORATION, ALMA, MICH.

REPUBLIC RAPID TRANSITO

Republic has more trucks in use than any other exclusive truck manufacturer

Good Hardware



Guaranteed circulation this issue 45,000 copies — See pages 2 and 3

RB FULLER

The Well Known Rope



Extensive advertising of a tangible asset has placed Columbian *Tape-Marked* Pure Manila Rope in the foremost ranks of well-known products.

The red, white and blue marker in all Columbian Tape-Marked Pure Manila Rope is every Cordage user's greatest and most Columtangible asset. bian advertising points out how the user can definitely assure himself of obtaining a strictly highrope, positively guaranteed by the manufacturer. This is by locating the red, white and blue Tape-Marker bearing "Guaranteed the words Rope, made by the Columbian Rope Co., Auburn, N. Y."

Mr. Dealer—Columbian Tape-Marked Pure Manila Rope, once sold, creates a real demand. Are you ready to supply the demand in your territory? A stock of the well-known Guaranteed Rope will increase your Cordage sales!

Write today for catalog of Columbian Rope and Commercial Twines.



322-80 Genesee Street Auburn, N. Y. "The Cordage City"

Branches: New York Chicago Boston Houston







It Will Profit You To Know

YOU have a right to expect from your rope manufacturer the effective kind of sales help that sends customers to your store. Whitlock gives you this sort of aid.

The result is more customers who buy not only rope, but also nails, paint, tools, and a thousand other items that you carry. Mail this coupon for the giant broadside folder shown above, and learn how you can increase your sales.

WHITLOCK (ORDAGE (OMPANY

46 South Street, New York

Factory	and	Ware	houses	:
		ity, N		

Branches: Boston, Chicago, Kansas City and Houston

(CUT OFF HERE AND MAIL)

WHITLOCK CORDAGE COMPANY
46 South Street, New York

Please send me, without cost, your giant broadside which shows how you can help me sell more rope and win more customers.

MANILA Address

CMr 5 '23 MARCH 1023 Good Hardware SPECIAL 98¢ In this issue-

How hardware dealers voted on the decimal system

REFULLER.

gilzee by Google



No Gains Without Pains

Take the time to look over your stocks. Pause and think how many articles you carry that are not bought as often as they would be if they had a better display and therefore a better chance. SMALL-WARES usually suffer because of lack of grouping and display. Why not Spot these on a particular counter? Make

DOMES OF SILENCE

"Better than Casters"

the centre of a display of "Small-Ware" Items.

DOMES of SILENCE are made in six sizes: $\frac{3}{8}$ in., $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in., $\frac{7}{8}$ in., and the extra large $1\frac{1}{8}$ in., and are packed in two styles, assorted or straight sizes.

Assortment D-19 as illustrated—Costs you \$3.00—Retails for \$4.80

—Contains one dozen sets each $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{5}{4}$ in., and $\frac{7}{8}$ in. sizes (1/3 gross sets). Straight sizes are packed $\frac{1}{4}$ gross sets of one size in a display box for \$9.00 per gross sets, except the $\frac{1}{8}$ in. size, which is \$13.50. Order by sizes, or if small assortment is desired, order Assortment D-19.

Order from your Jobber today

Advertising Cuts furnished Free Send for Proof Sheet

DOMES of SILENCE Division

Henry W. Peabody & Co. Gogle

Good APRIL A

Guaranteed rculation this issue 45,000 copies

-Google

dr poskow



There are forty-eight sales in this counter cabinet

Group small wares and your profits will increase. Spot them and your sales are bound to show a marked growth.

Make

DOMES of SILENCE

"Better than Casters"

the center of a display of small wares. This unit display will attract attention.

DOMES of SILENCE are made in six sizes: $\frac{3}{8}$ in., $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in., $\frac{1}{4}$ in., and the extra large $\frac{1}{8}$ in., and are packed in two styles, assorted or straight sizes.

Assortment D-19 as illustrated—Costs you \$3.00—Retails for \$4.80

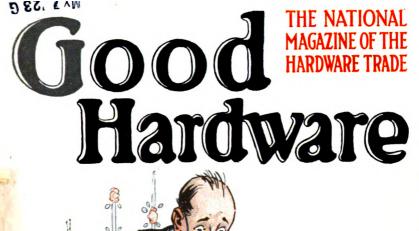
—Contains one dozen sets each ½ in., ½in., ¾ in., ½ in., ½ in. sizes (1/3 gross sets). Straight sizes are packed ½ gross sets of one size in a display box at \$9.00 per gross sets, except the 1½ in. size, which is \$13.50. Order by sizes, or if small assortment is desired, order Assortment D-19.

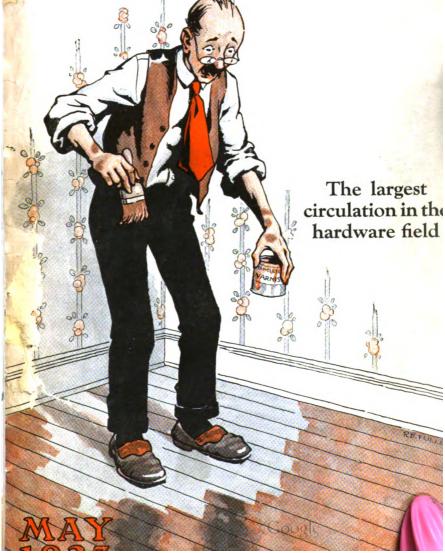
Order from your Jobber today

Advertising Cuts furnished Free Send for Proof Sheet

DOMES of SILENCE Division

Henry W. Peabody & Co.
J7 State Street, New York City Google







Good display is good advertising

The best advertising for you is well displayed merchandise. Eye-catching counter display cartons take up little room and bring up sales volume.

DOMES of SILENCE

"Better than Casters"

are put up in bright snappy looking Counter Display Cartons, attract attention, build trade.

Keep one in a prominent place and watch sales grow.

DOMES of SILENCE are made in six sizes: $\frac{1}{2}$ in., $\frac{1}{2}$ in., $\frac{1}{2}$ in., $\frac{1}{2}$ in, and the extra large $\frac{1}{2}$ in. and are packed in two styles, assorted or straight

Assortment D-19, as illustrated, Costs you \$3.00—Retails for \$4.80. Contains one dozen sets each $\frac{1}{2}$ in., $\frac{5}{6}$ in., $\frac{3}{4}$ in. and $\frac{7}{6}$ in. sizes ($\frac{1}{2}$ gross sets).

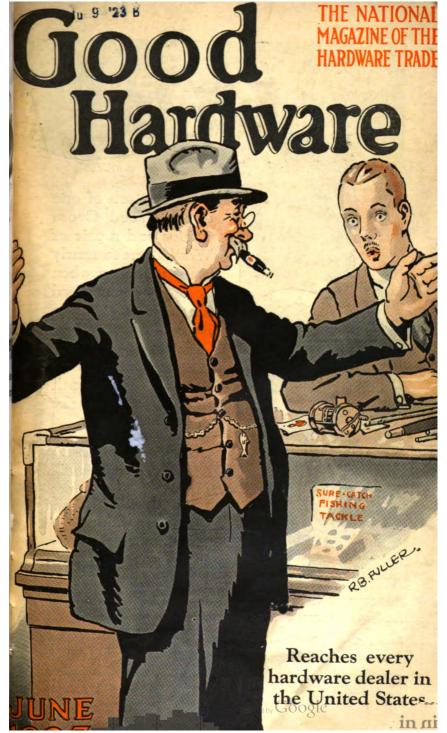
Straight sizes are packed ¼ gross sets of one size in a display box at \$9.00 per gross sets, except the 1½ in. size which is \$13.50.

Order by sizes, or if small assortment is desired, order Assortment D-19.

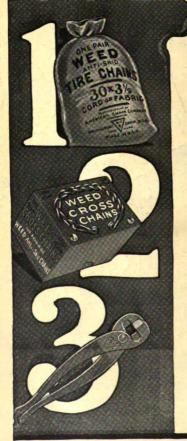
Order from your Johber today. Advertising Cuts furnished Free. Send for Proof Sheet.

DOMES of SILENCE Division

Henry W. Peabody & Co. 17 State Street, New York City



Three Sales instead of One



"I sell a carton of one dozen Weed Cross Chains and a pair of Weed Pliers to nearly every customer when he buys a set of Weed Tire Chains. All I do is to show 'em and 'Ask'Em to Buy'" was the valued advice we received last month from a wide-awake dealer.

Use this idea yourself, Mr. Dealer, and you will soon be selling more Weed Cross Chains and Weed Pliers.

AMERICAN CHAIN Co., INC., Bridgeport, Conn.

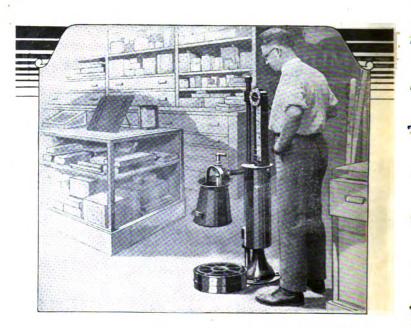
In Canada: DOMINION CHAIN COMPANY, Limited, Niagara Falls, Ont.

District Sales Offices:

Boston, Chicago, New York, Philadelphia, Pittsburgh, San Francisco Weed Bumpers, Weed Chain-Jacks, Campbell Cotter Pins, and Chains for all Purposes







Division Offices in: Atlanta, Birmingham, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dalson, Da

Warehouses in: - Philadelphia and San Francisco

An International Organization with Sales and Service Offices Everywhere

Convert kerosene, lubricating and linseed oils into one of the most profitable features of your business, at comparatively little expense, by installing Wayne storage and pumping equipment. You will be gratified to learn how economical Wayne equipment is to buy. It makes the handling of oils and kerosene a neat, quick job; it saves time and labor; reduces fire insurance rates, and makes this necessary end of your hardware business really profitable. Let us tell you what others are doing. Please write.

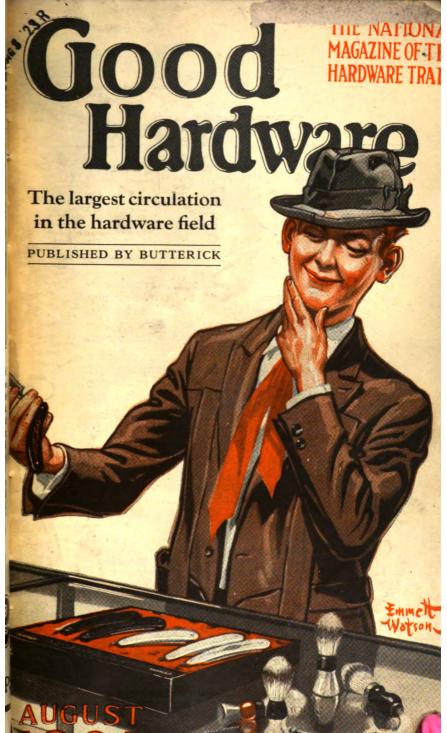
Wayne Tank & Pump Company

795 Canal Street, Ft. Wayne, Ind.

Wayne Tank & Pump Company of Canada, (Ltd.)
Toronto, Ontario, Canada



HONEST MEASURE PUMPS



BRASS







It will be recalled that Magellan, most daring of explorers, was killed in the Philippines in 1521. His Brass helmet, handed down from generation to generation by Moro chiefrains, was only recently discovered.

EXPOSURE for 402 years to the acutely corrosive influence of a warm, humid climate has had no effect on Magellan's old Brass helmet. Even the light Brass hasp that fastened under the chin of the doughty warrior is still intact.

The romance surrounding this particular bit of Brass lifts it out of the commonplace, and serves to remind of the qualities of endurance which make Brass our most serviceable alloy.

For Brass—like its progenitor, Copper, and its next of kin, Bronze—is entirely unaffected by rust, a plague more costly than even fire.

Rust costs the American public well over a billion and a half dollars each year. Rust is America's greatest waste, and can only be eliminated by the use of materials naturally endowed to resist rust.

Through the hardware store are sold thousands of the 35,000 different articles that are made in solid Brass. Advising your customers to buy only solid Brass, which will not rust and which gives the consumer complete satisfaction, means a more lasting and better trade, a higher standing for your store—a more profitable business.

COPPER & BRASS RESEARCH ASSOCIATION

25 Broadway - New York





Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced

DOMES OF SILENCE

"Better than Casters"

A small item, yes—but an important one. A wanted item—an item for which there is a big demand and constant demand. An item that sells readily—turns rapidly and shows a large profit. The self-seller Display Cabinet keeps **DOMES of SILENCE** moving—adds many a dime to many a purchase.

Rapid Seller—Quick Turnover—Big Profit

DOMES of SILENCE are made in six sizes: 3% in., 1/2 in., 1/2 in., 1/2 in., 1/2 in., 1/2 in. and the extra large 1/2 in., and are packed in two styles, assorted or straight sizes.

Assortment D-19, as illustrated Costs you \$3.00, Retails for \$4.80 Contains one dozen sets each $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in. and $\frac{7}{8}$ in. sizes ($\frac{1}{2}$ gross sets).

Straight sizes are packed $\frac{1}{4}$ gross sets of one size in a display box at \$9.00 per gross sets, except the $1\frac{1}{8}$ in, size which is \$13.50.

Order by sizes, or if small assortment is desired, order Assortment D-19.

Order from your Jobber today.

Advertising Cuts furnished Free.

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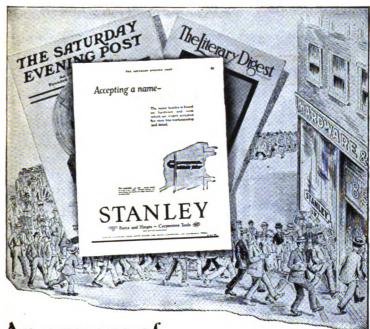
DOMES of SILENCE Division

Henry W. Peabody & Co.



A Tip to Merchants Group Small Wares

There are many small utility items for which there is an every-day use in every home. Group a number of these items in a Small Wares Display. A customer stopping to buy one item will select two or three or four others simply by being reminded of the need for them. Your sales and profits are greatly increased.



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Saturday Evening Post August 18 Literary Digest September 1

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Made in white, ivory, cream and gray with gloss, flat or eggshell finish. Sell Edelvice
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